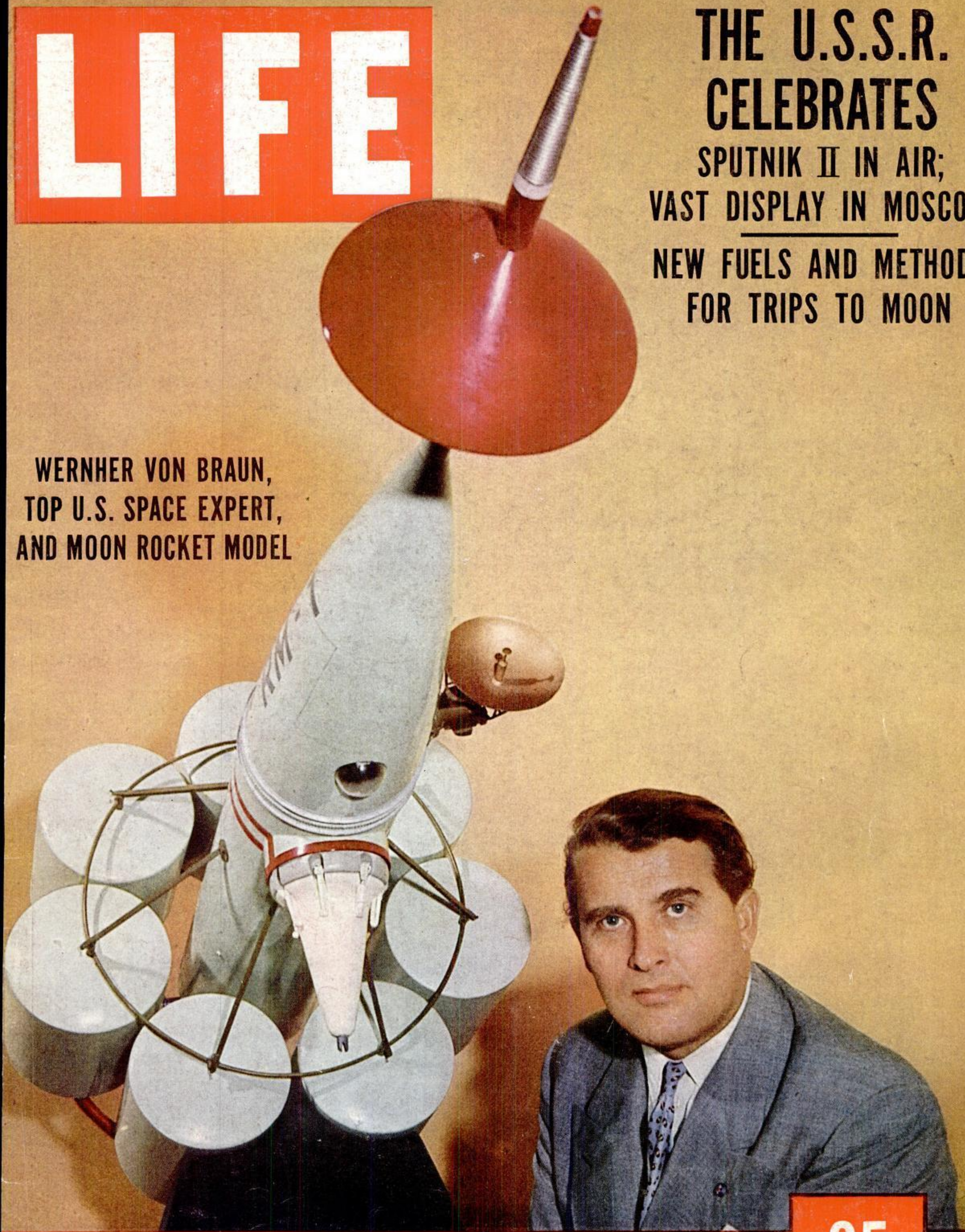


LIFE

**THE U.S.S.R.
CELEBRATES**
**SPUTNIK II IN AIR;
VAST DISPLAY IN MOSCOW**
**NEW FUELS AND METHODS
FOR TRIPS TO MOON**

**WERNHER VON BRAUN,
TOP U.S. SPACE EXPERT,
AND MOON ROCKET MODEL**



NOVEMBER 18, 1957

25 CENTS

GEM STONES SWANK



Genuine Hematite, set, \$20.



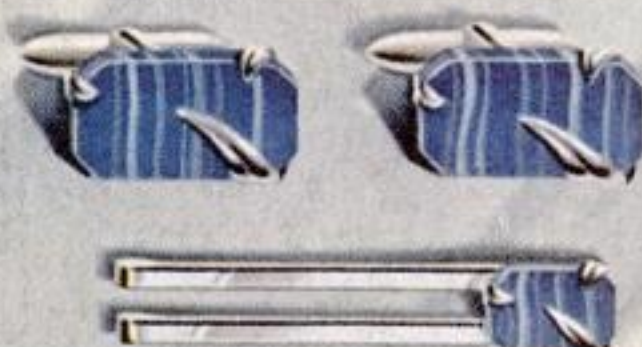
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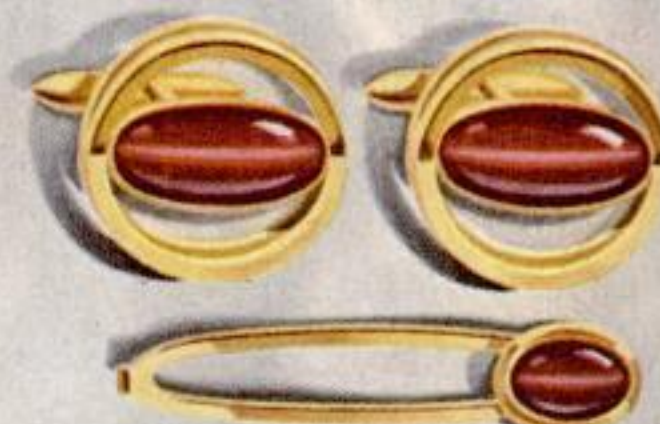
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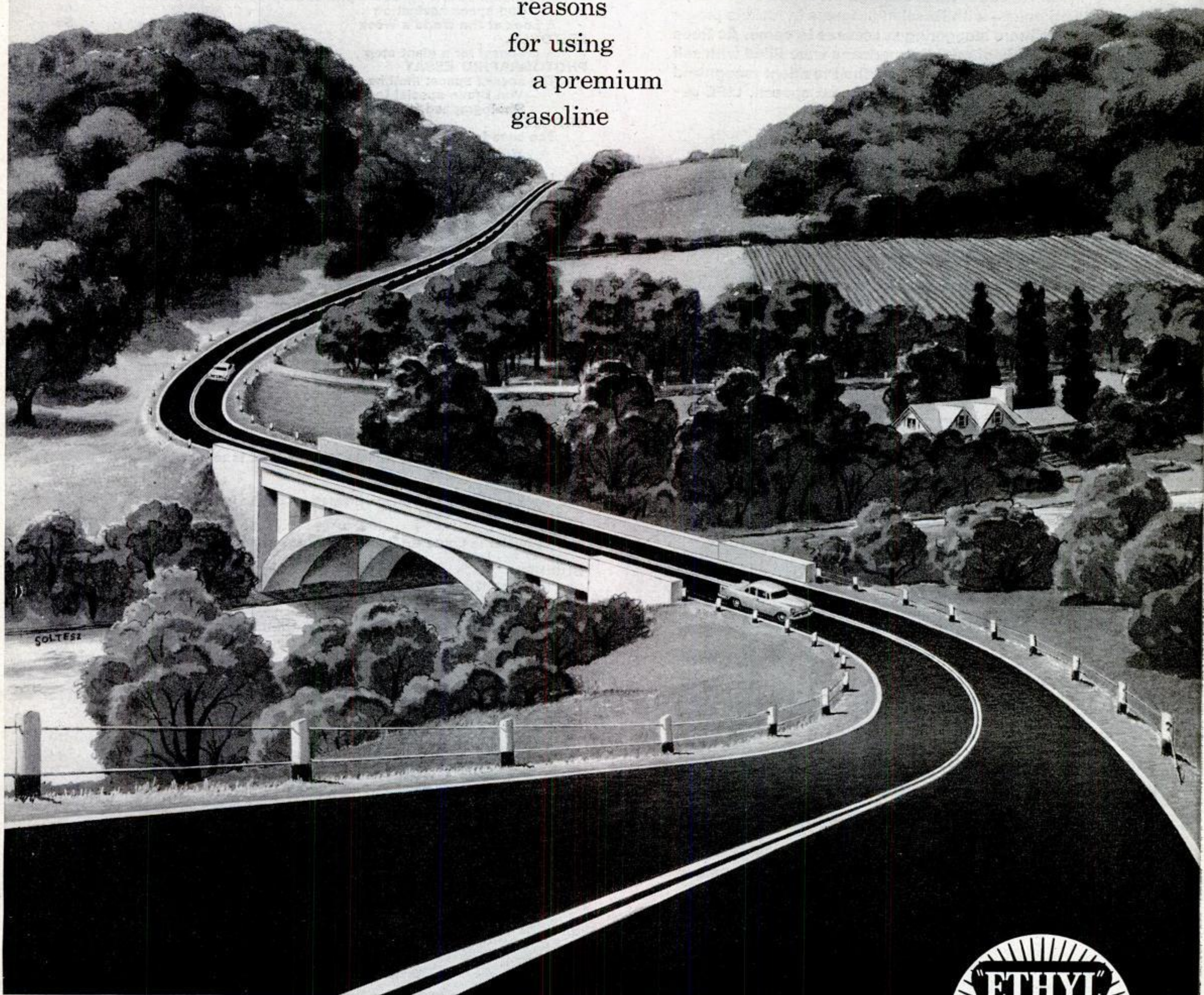
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A BROAD LOOK AT HISTORIC WEEK

Last week was one which showed the world might be at a turning point—with Russian progress in rockets promising even more staggering successes to come. As Reds put on a parade of might, Americans were filled with self doubts and recriminations and the President recognized the gravity of the time in a significant speech. LIFE devotes a third of its issue to the crisis.

Practical prophet

133

Wernher von Braun, the country's top rocket man and prophet of space travel, mourns the lost years of rocket work but looks optimistically ahead to manned moon trips.



WERNHER VON BRAUN

Display of Red power

35

Marking the 40th anniversary of the Bolshevik revolt, Russia masses men and machines in Moscow to impress neighbors with its military might, the world with its achievements in space.



ORBIT IN PARADE

The President speaks

40

As the President makes his significant speech, LIFE's camera shows some of his 60 million listeners—a top Democrat, rocket men, future scientists—and tells what they think of the speech.



WATCHING PRESIDENT

Layman's rocket guide

42

What gets a satellite up—and keeps it up? What rocket fuels do we and the Russians have? How do you navigate to the moon—and beyond? LIFE explains in an illustrated space guide.



SPACE FLIGHT PRINCIPLE

In addition to these articles, LIFE presents pictures of Sputnik II and passenger (pp. 42-43), a scientist's provocative warning to the U.S. and an Editorial proposes a giant economic step toward free-world victory.

COVER

Wernher von Braun stands beside moon rocket ship he designed for Disney. The film is being released to movie theaters under title *Tomorrow the Moon* (see pp. 133-139)

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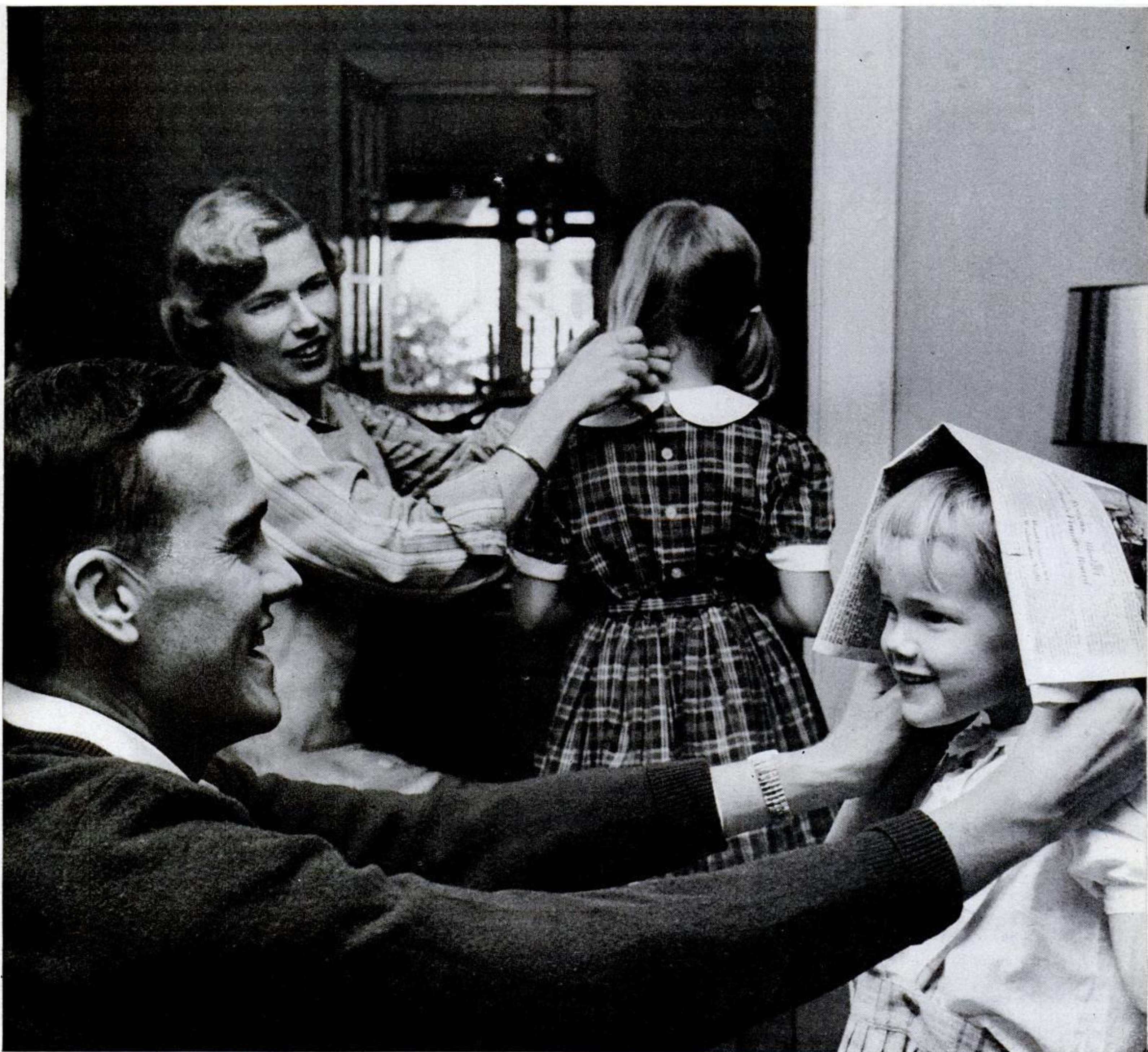
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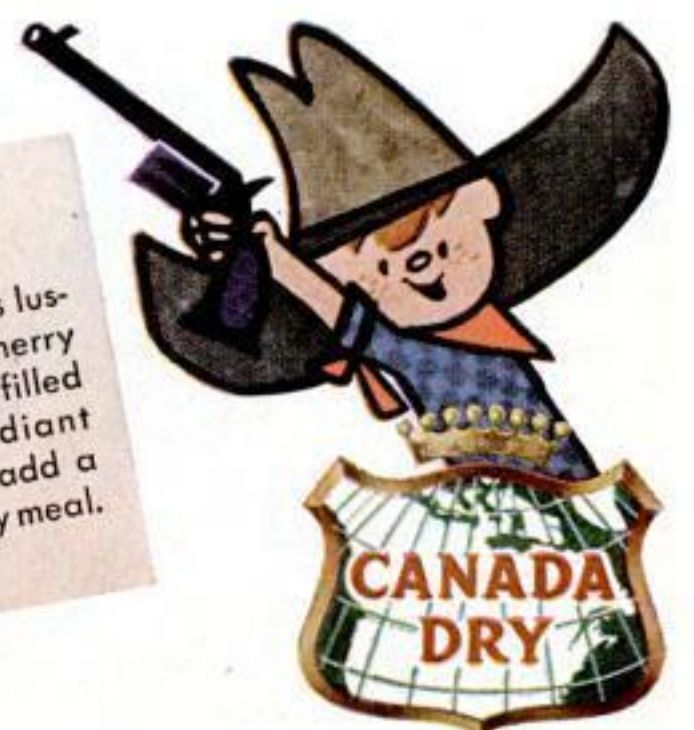
NOW! Over cracked ice pour the golden goodness of True Fruit Orange. Serve it after hard work or play from NEW KING-SIZE bottles.

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TODAY! Fill a mug with ice and the foamy old-fashioned flavor of this sparkling Root Beer. Serve at parties, or for a hearty, tasty pick-up.

Canada Dry True Fruit Cherry

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Joyce Myron photographed in front of the California atomic-electric power plant built by Pacific Gas & Electric Company and General Electric. With her are some of the men who operate the plant and the G-E Vallecitos Atomic Laboratory, site of the plant.

The girl, the men, and the atom

One of the happiest girls in the world is Joyce Myron, 18-year-old college student of Drexel Institute of Technology.

She is known across America for her triumphs on TV's "\$64,000 Question," where she brilliantly answered questions about the new science of atomic energy. And she has interested millions in the exciting promise of the peaceful atom.

This picture shows Joyce at the scene of one of her TV appearances, an atomic-electric power plant near San Francisco—the first completed among several now being planned and built by electric companies and equipment manufacturers.

With Joyce are engineers and scientists who run the plant and the nearby atomic laboratory. Most are only a few years older

than Joyce—members of the new generation that is unlocking door after door to reveal the secrets of atomic energy and harness them to useful purposes.

We salute Joyce Myron and the other young atomic scientists and engineers. Theirs is the privilege of putting the atom to work—for power, for healing, and for other and still unknown services to mankind.

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Another "Magic Crystals" Milk Discovery Recipe!

LIGHTEST PUMPKIN PIE

(Makes 9-inch single crust pie)

$\frac{1}{2}$ cup sugar	$\frac{3}{4}$ cup liquid CARNATION INSTANT
$\frac{1}{2}$ teaspoon salt	(mixed according to package directions)
$1\frac{1}{2}$ teaspoons cinnamon	2 eggs
$\frac{1}{2}$ teaspoon nutmeg	$1\frac{1}{2}$ cups canned pumpkin
2 tablespoons (2 envelopes) unflavored gelatin	$2\frac{1}{2}$ cups whipped CARNATION INSTANT*
	9-inch crumb or baked pie shell

Mix sugar, salt, spices and gelatin together in saucepan. Stir in liquid Carnation Instant, eggs and pumpkin. Stir over medium heat until mixture begins to boil (5-6 minutes). Chill until mixture thickens and mounds when dropped from spoon. Fold in *whipped* Carnation Instant. Spoon into shell. Chill 2-3 hours.



*To whip Carnation "Magic Crystals" Instant:

(About $2\frac{1}{2}$ cups)

1. Mix $\frac{1}{2}$ cup Carnation Instant Nonfat Dry Milk "Magic Crystals" with $\frac{1}{2}$ cup ice water.
2. Whip until soft peaks form (3-4 minutes). Add 2 tablespoons lemon juice.
3. Beat while gradually adding $\frac{1}{4}$ cup sugar until stiff peaks form (3-4 minutes longer). (Whipping directions also on package)



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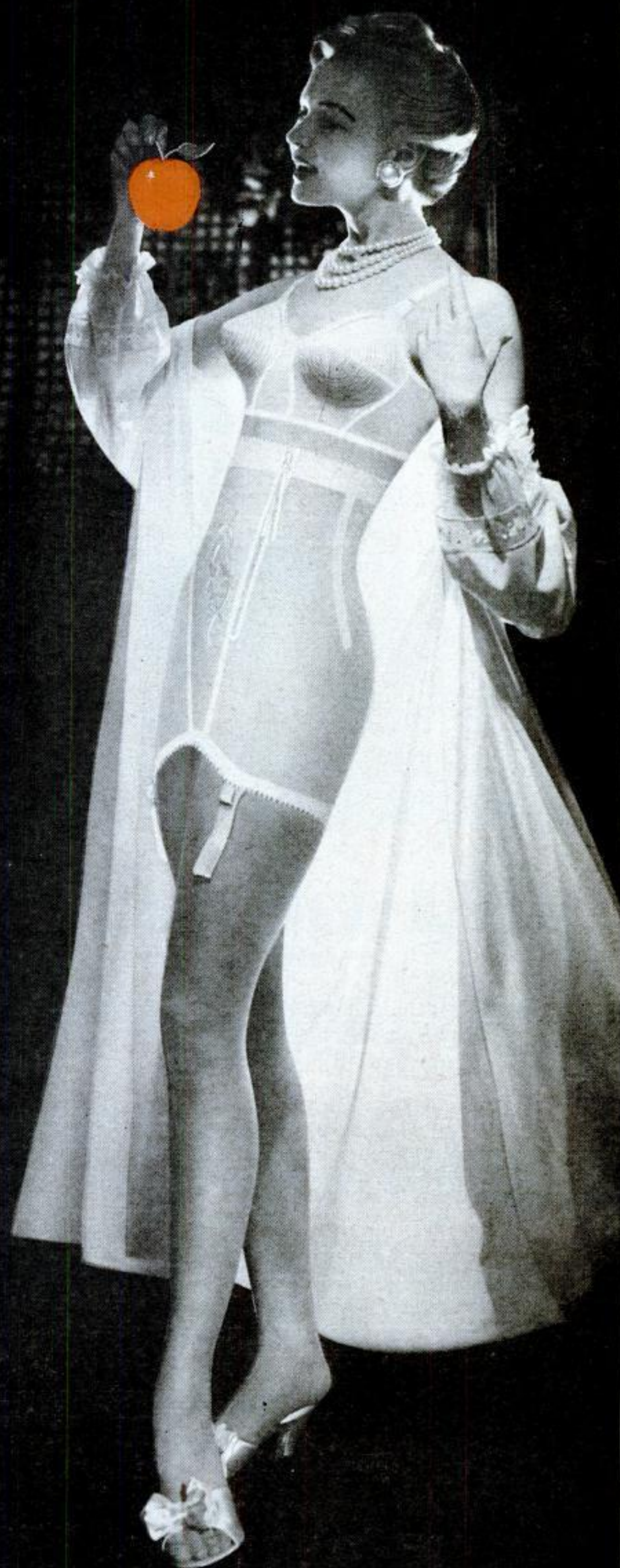
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DRESS BY CLAIRE MCCARDELL

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A Mido (pronounced Meedo) keeps winding itself as you wear it—*every* Mido. It can't help but be accurate because its mainspring stays wound to precisely the right tension for perfect timekeeping—never *overwound*, never *underwound*.

Mido is known throughout the world as the worry-free watch. So waterproof*, you can swim with it. So shock-protected, you can play tennis or golf with it. Anti-magnetic. Unbreakable mainspring.

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*As long as case, crystal and crown remain intact

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with **Powerwind**



the watch you never have to wind



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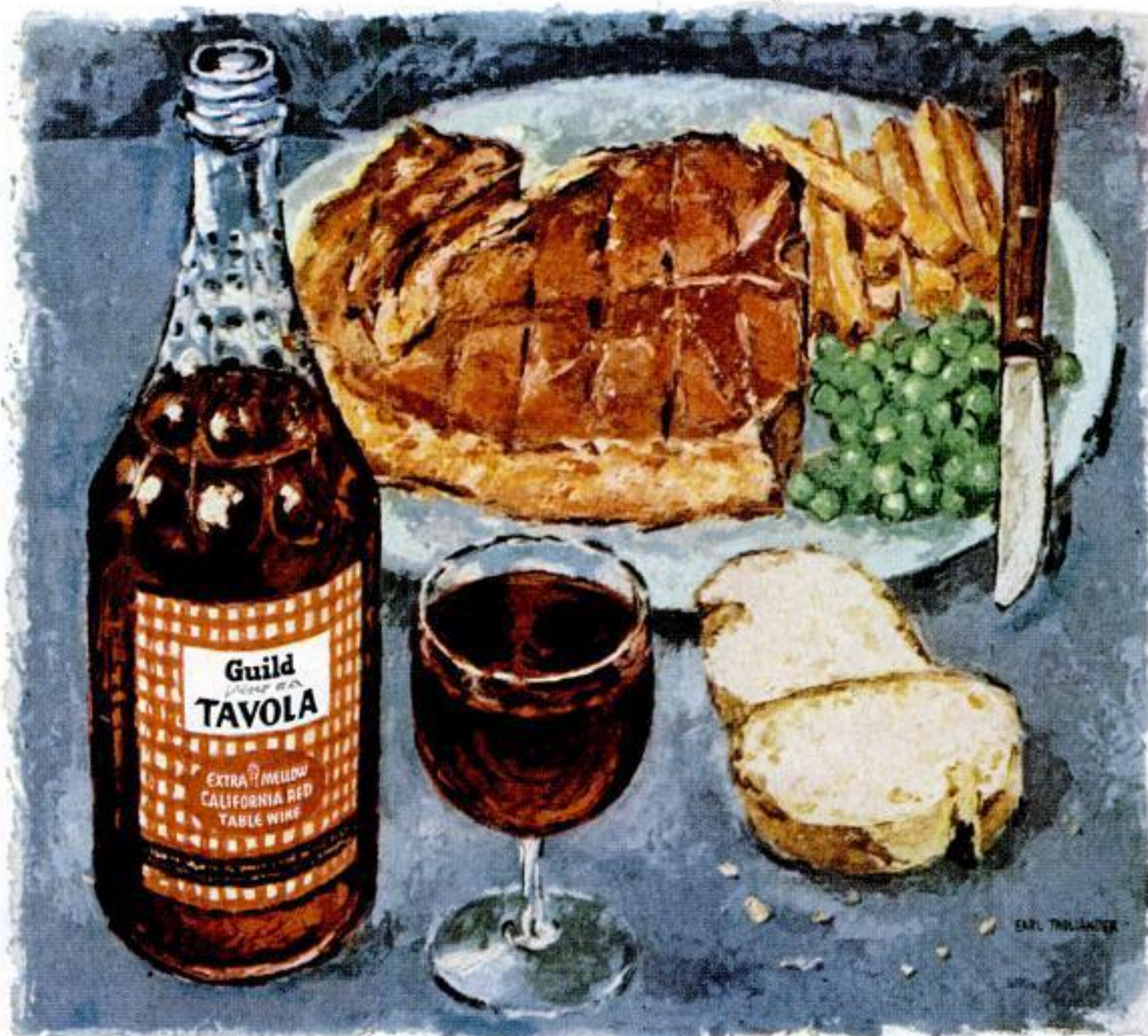
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* When you toast the holidays, remember this... *

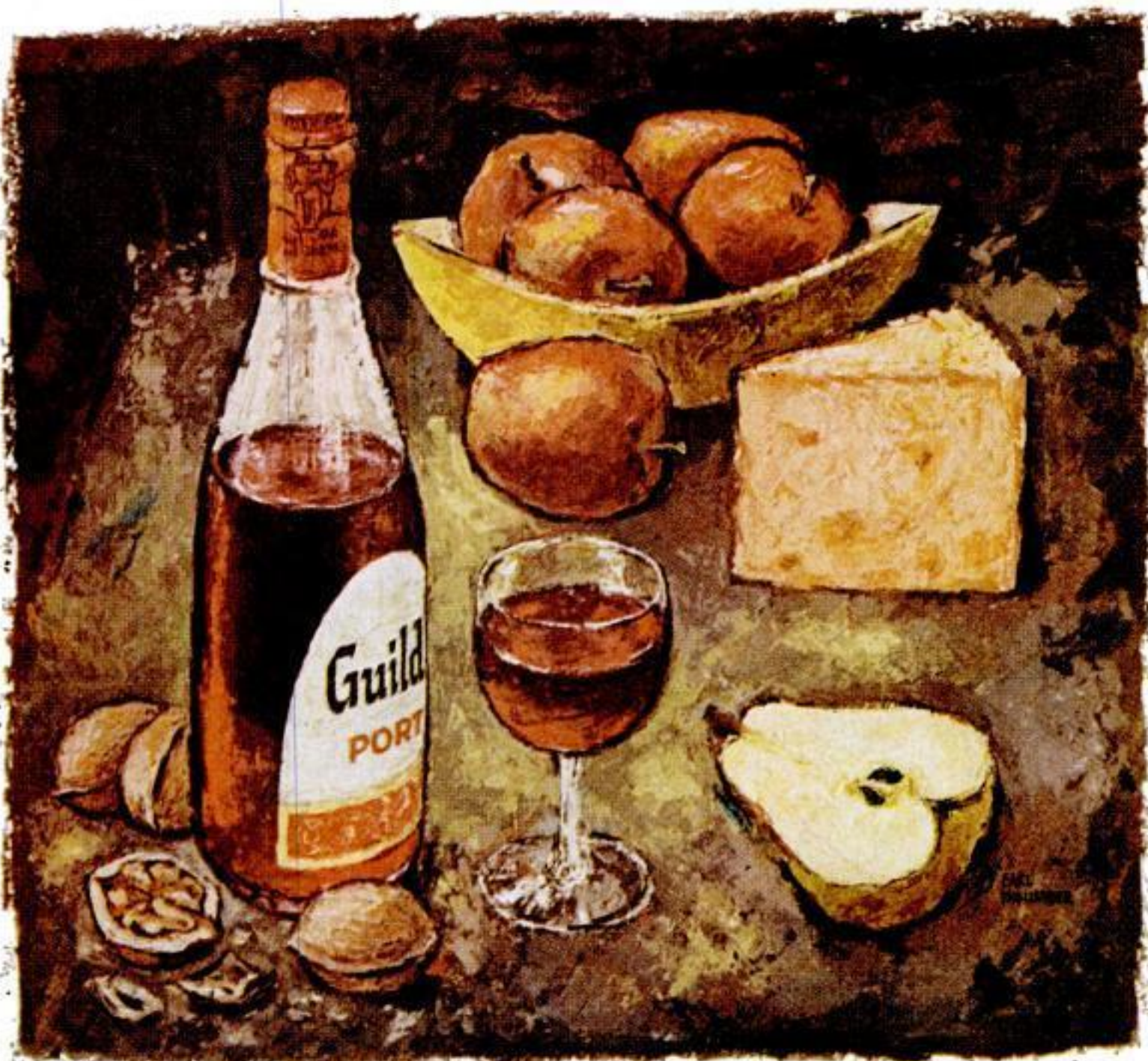
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says such nice things about you!



BEFORE-DINNER APPETIZER We call it "sunshine on the rocks"—the frosty sparkle of Guild Pale Dry Sherry over ice. Pressed from luscious California grapes. Puts an edge on appetites!



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DELICIOUS DESSERT and graciously *different!* Guild Port with fruit, nuts, cookies, cheese. Flavor is fruit-sweet, sparkling with light and laughter. Adds a festive touch to any gathering.



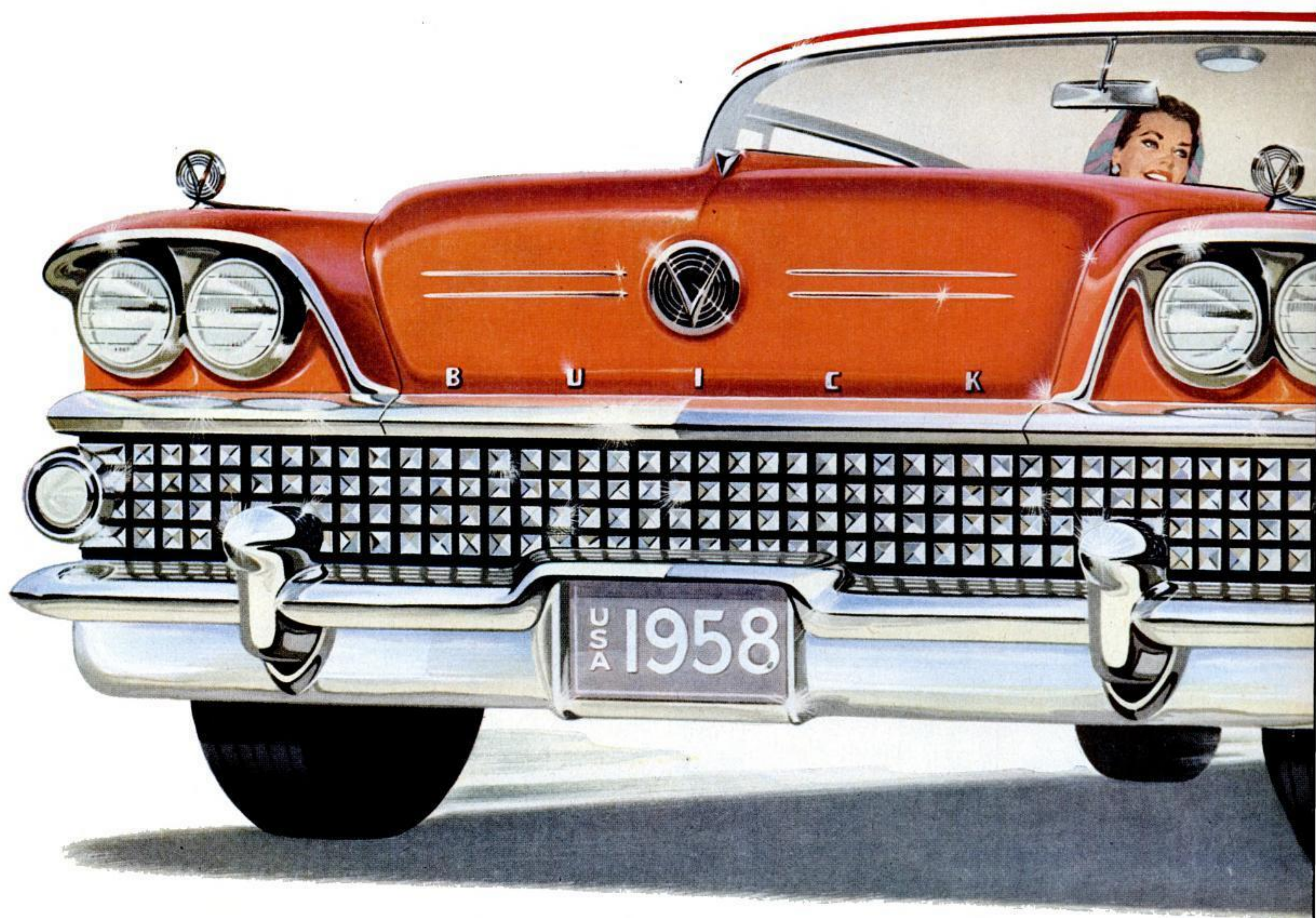
HOLIDAY ELEGANCE Ceremony is America's most honored brandy. Mellowed five years in virgin oak barrels. Its straight, dry flavor makes the smoothest high-balls ever mixed. Truly a touch of elegance!

84 Proof

GUILD WINE COMPANY • LODI, CALIFORNIA

No mistaking it.

THE B-58



It looks and feels like flight on wheels

THE AIR BORN

HERE COMES BUICK



NO OTHER BUICK ever looked like this. There's no other car on the road quite like it—from that Dynastar Grille right back to the twin tower taillights.

But the differences in *driving* are even more exciting—in the Buick built with more aircraft principles than any other car in the world.

Once behind the wheel, you'll find a *new kind of land travel*.

You'll feel it at once in the successor to automatic transmissions—the incredible Flight Pitch Dynaflow.*

You'll feel it in the silence and smoothness and instantaneous action of the B-12000 engine—the last word in performance efficiency until top-octane fuels are nationally available.

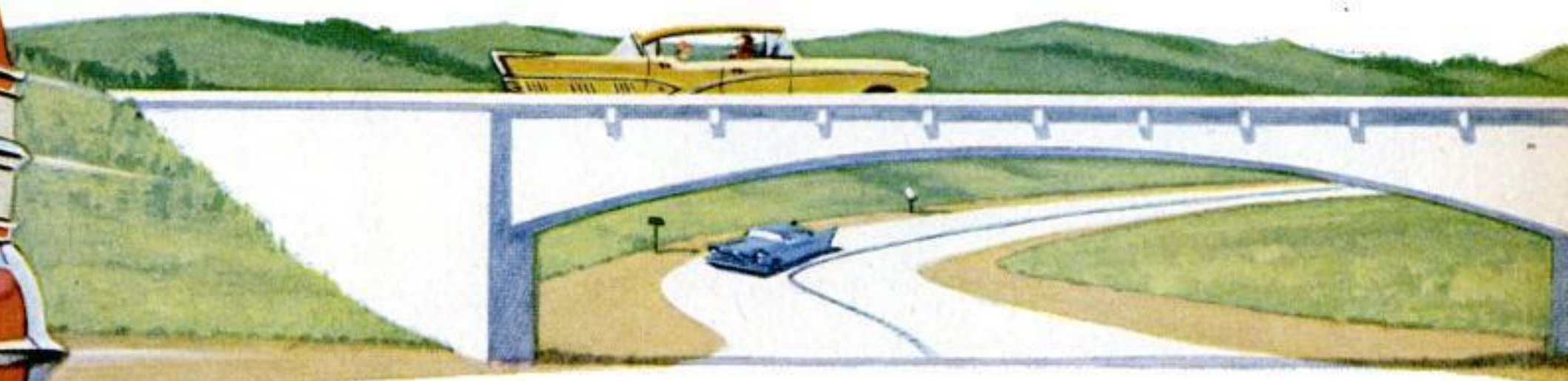
You'll feel it in the bounceless, swayless, yet completely cushioned Miracle Ride. And, if you choose, you can even top *that*, with Buick's Air-Poise Suspension.*

You'll feel it in deep satisfaction, in the steel-sinewed solidity that tells you a new standard of durable Buick quality has been hammered into every inch of this car's structure.

So don't wait. Go find out more about this bold and brilliant forerunner of a new era. The B-58 Buicks are drawing the knowing ones *now*, at all Buick dealers'.

BUICK Division of GENERAL MOTORS

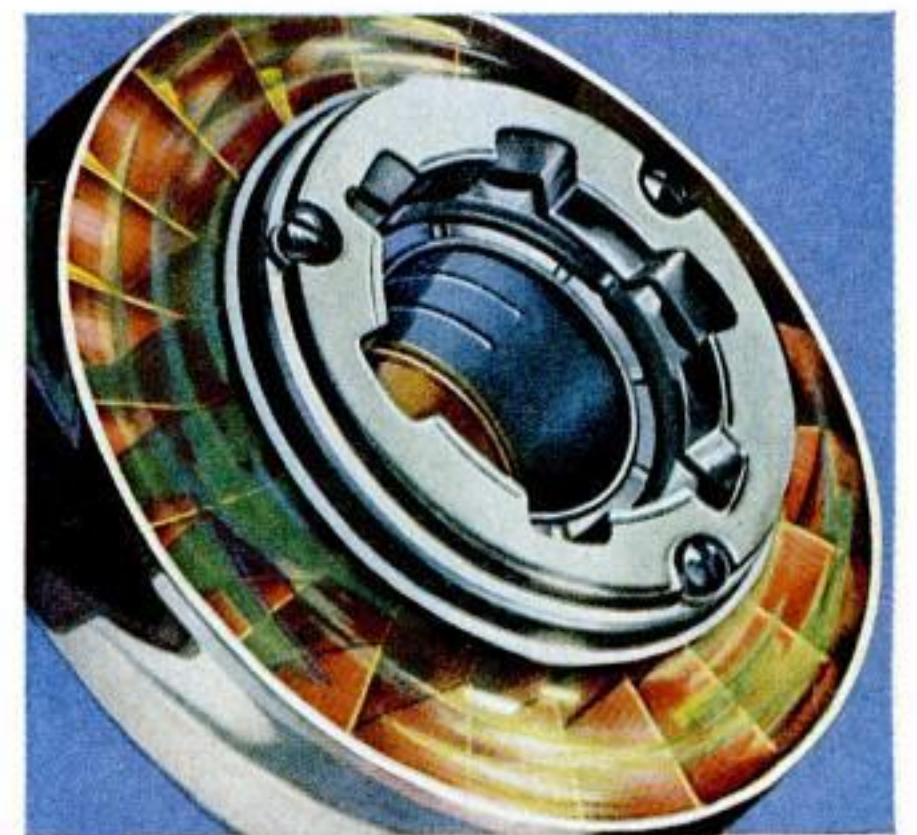
*Flight Pitch Dynaflow standard on Limited and Roadmaster 75, optional at extra cost on other Series. Air-Poise Suspension optional at extra cost on all Series.



FLIGHT PITCH DYNAFLOW

— goes through a million switches of pitch with the pace and smoothness of a beam of light. Gives *instant* response, *any* time — and all you feel is smooth, soaring response.

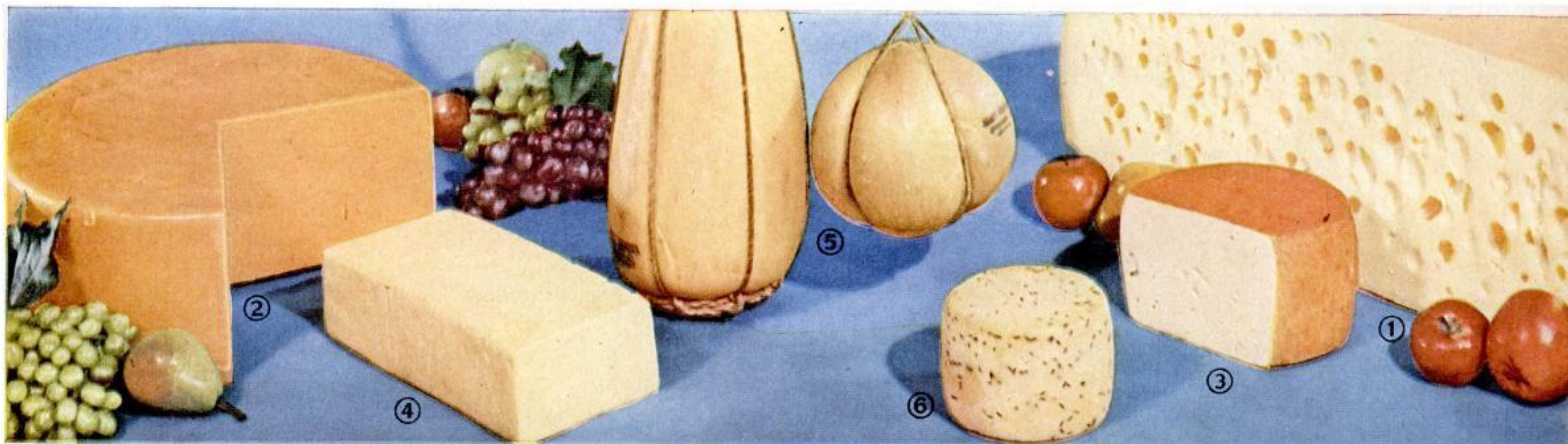
Just press the gas pedal—and instantly, automatically, you get the proper switch of pitch needed for maximum performance at that moment.



See TALES OF WELLS FARGO, Monday Nights, NBC-TV and
THE PATRICE MUNSEL SHOW, Friday Nights, ABC-TV

B-58 BUICK

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM



NATURALLY FROM KRAFT... all these fine natural cheeses NOW SLICED and sealed in handy packages



① *Swiss.* It's truly fine natural Swiss that Kraft brings you with fresh-cut goodness sealed in every morsel. Just one of many of Kraft's "good time eatin' cheeses" that are natural companions of crusty bread, crackers, beverages—and good fellowship.



② *Old-Fashioned American.* Kraft brings you real old-fashioned "store cheese" . . . sharp and also mellow . . . all sliced just the right thickness for sandwiches or to serve atop a piece of pie. Get Kraft Natural American Cheese to eat with fruit, too.



③ *Muenster.* Another cheese that belongs at your family's fun gatherings. Kraft Natural Muenster is a German-type cheese, traditionally served with dark bread and beverages. Kraft seals the slices to keep every morsel tender fresh, memorably good.



④ *Brick.* No rind and no drying out when you buy your natural cheeses sliced and sealed by Kraft! Taste the mellow cured goodness of Kraft Natural Brick in a dark bread 'n' mustard sandwich along with a favorite beverage. And Brick melts beautifully.



⑤ *Provolone.* Kraft Natural Sliced Cheeses bring you a whole world of good eating! This one is smoky, rich-tasting, Italian style Provolone. Kraft brings you neat slices cut from the original sausage and ball shapes. Wonderful for snacks, either cold or grilled.



⑥ *Caraway.* A spicy Scandinavian-type cheese called "Kuminost" in its native Denmark and Sweden. Discover Kraft Natural Caraway Cheese, studded with savory seeds. Great for sandwiches and snacks. And what space-savers the handy Kraft packages are!

LETTERS TO THE EDITORS

CRISIS AND ITS PRECEDENTS

Sirs:

Your editorial, "The Crisis and its Precedents" (LIFE, Oct. 28), states clearly and accurately the dangerous situation which we face. At the same time the article recalls the other four times when we were close to war and how we are meeting this particular crisis with a policy of military preparedness and warning to potential aggressors.

In my opinion this crisis will pass. However the next one may not. Our only defense is to be ahead in all scientific and military areas. Perhaps the other members of the United Nations do not realize the seriousness of these times. We need closer harmony with our allies and immediately. Where is the conscience of the rest of the free world?

MARVIN A. PEARLMAN

Chicago, Ill.

Sirs:

You are unduly pessimistic in your editorial. True, American morale is in critical disarray, but that is due to our own lack of constructive leadership.

When I realize how poorly our foreign affairs are being handled and watch the belligerent antics of our Secretary of State, I often feel like shaking Mr. Dulles until his teeth rattle. It's ridiculous that we, the greatest and most intelligent nation in the world, should be continually outmaneuvered by the rulers of a half-civilized country.

GEORGE ALT

Faith, S. Dak.

GATHERING OF FREE ENTERPRISERS

Sirs:

The proposal made by German banker Hermann Abs for a "Magna Carta" for private investment in foreign enterprise is inspired ("A Historic Gathering of Free Enterprisers," LIFE, Oct. 28). I found it hard to believe no one had thought of something like this before.

The United Nations should undertake the entire project from drafting the agreement to ruling on infractions.

RICHARD J. LIVINGSTON

Chicago, Ill.

TV GOES WILD OVER WESTERNS

Sirs:

Which of those TV cowboys really has the fastest draw ("TV Goes Wild over Westerns," LIFE, Oct. 28)? Perhaps we should find out and cut down on some of the second-rate westerns running riot on TV screens.

H. MARKOFF

Palisades Park, N.J.

Sirs:

Congratulations to Allan Grant for his terrific photo of TV heroes shooting it out in a studio saloon. But how come the guns are firing when the hammers appear to be in the full cock position and haven't struck the cartridge yet?

BILL LASKAR

Albuquerque, N.M.

● Grant opened his camera shutter when the pistols were in cocked position, kept it open until all the gunmen had fired. Since the hammers sprang too quickly for the camera to catch even a blur, both the first faint image of cocked hammers and the final image of flashing .45's were recorded.—ED.

Sirs:

How, in the name of all that is traditional, can TV people have the nerve to present the *Christmas Carol* as a western? Imagine Scrooge charging around on horseback!

MRS. BENTON TACKITT

Indianapolis, Ind.

GHOSTLY AMERICAN LEGENDS

Sirs:

Congratulations on your magnificent article "Ghostly American Legends" (LIFE, Oct. 28). No article, of any nature, has given me such enjoyment.

A. G. S. MARTIN

Hellertown, Pa.

Sirs:

What a delightful series of photographs by Nina Leen. I can fairly see the ghosts playing hopscotch in the shadows!

HELEN SOROKES

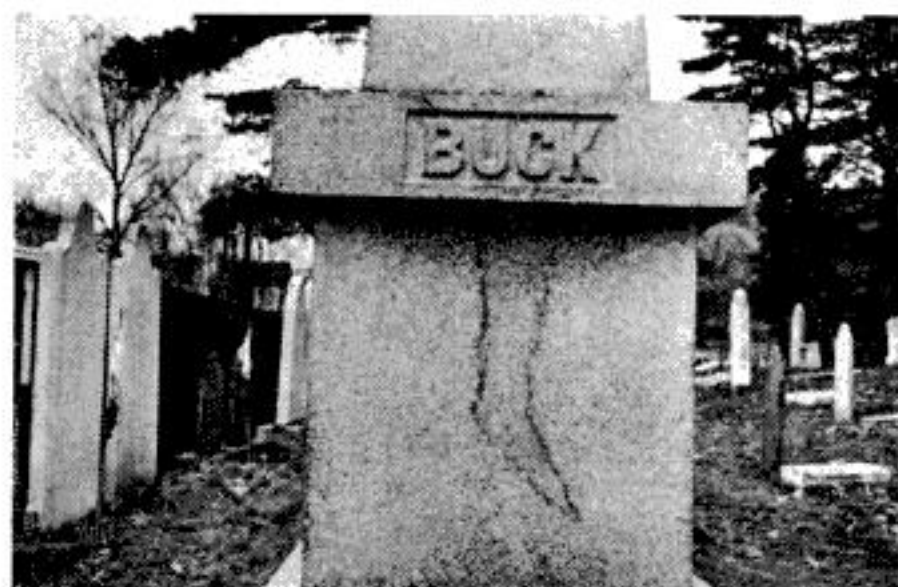
Olean, N.Y.

Sirs:

Ride down the coast of Maine on Route 15 through Bucksport toward the ocean. There, in a cemetery fenced by black wrought iron, stands a tombstone. It is the tombstone of a man who, legend says, did something wrong to a woman and carried her curse to the grave. After this pretentious monument was erected to him, the outline of a woman's leg mysteriously appeared on the granite. Despite efforts to erase it, the image is still there for all to see.

RUTH B. RICH

Berlin, N.H.



GHOSTLY LEG IN BUCKSPORT TOMBSTONE

● The tombstone belongs to Colonel Jonathan Buck, Indian fighter and founder of Bucksport, Maine. When he was deputy governor of the royal colony of Massachusetts in the 1760s he condemned a woman to death for witchcraft. Her last words to him supposedly were, "Ye cannot escape me. I will humble ye yet for all thy pride." A hundred years later, Bucksport erected a granite shaft (above) over Buck's grave. Soon after the leg and the foot appeared on the shaft.—ED.

GOOD FRIENDS ON U.S. FRONT PORCH

Sirs:

Hats off to LIFE on your wonderful coverage of Queen Elizabeth's visit to the United States ("Pair of Good Friends on U.S. Front Porch," LIFE, Oct. 28). One such visit promotes more human understanding between countries than a dozen visits by political bigwigs.

MARGARET CHOKRACH

Olean, N.Y.

Sirs:

The most slanted, biased, un-American bit of British propaganda I have seen for a long time. There are a few Americans left who do not hang avidly on the Queen's every word.

NANCY NIELSEN

Baton Rouge, La.

Sirs:

The Queen was shown on page 27 debarking from a replica of the early colonists' ship. It was the *Sarah Constant*, not *Susan Constant*, as LIFE said.

RAYMOND ERFLE JR.

Havertown, Pa.

● For years historians mistakenly called the ship *Sarah Constant*. But in 1955, after probing into London port records and the 1620 Jamestown census, historians determined that *Susan Constant* was correct.—ED.

TODD'S LITTLE GARDEN PARTY

Sirs:

Mr. Todd should make another trip around the world—this time taking more than 80 days ("Todd's Little Garden Party," Oct. 28). Perhaps then he could answer many of the embarrassing questions concerning American extravagance which I cannot.

WILLIS F. BRILEY JR.

Interlaken, Switzerland

Sirs:

What a vulgar display of misspent money!

MRS. DONALD W. HAAG

Santa Barbara, Calif.

Sirs:

Steve Allen's yawn accurately expresses my sentiments regarding Mike Todd's self-eulogizing fiasco.

A. B. WEBER

Kenmore, N.Y.

Sirs:

My yawn was prompted by the lateness of the hour, not boredom.

STEVE ALLEN

New York, N.Y.

MEDICAL LEGEND STILL GOING STRONG

Sirs:

LIFE's story on Dr. Béla Schick was a magnificent example of pictorial journalism at its best, as you were able to capture the warmheartedness and gentle soul of a rare personality ("Medical Legend Still Going Strong," LIFE, Oct. 28).

SAM HARTSTEIN

New York, N.Y.

Sirs:

I appreciated your excellent article concerning my medical achievements.

But on page 78 appears the statement: "Ten years later, when he was director of pediatrics in a New York hospital. . . ." The hospital happens to be the Mount Sinai Hospital of New York which called me from Austria in 1923 and gave me the opportunity to continue my research and my life's work. I shall always have reverence for and be grateful to the institution.

DR. BELA SCHICK

New York, N.Y.

LIFE LETTERS

Sirs:

It's too bad about Mrs. J. H. Wilkes of Salt Lake City who moved 2,500 miles so her children could be educated with whites (Letters, LIFE, Oct. 28). In 1943 my family moved from our "beloved" South Carolina so that I could complete my education among broad-minded whites.

SYLVIA GAROFALO

Boston, Mass.

Sirs:

Isn't Mrs. Wilkes afraid of the Mormons in Utah?

NANCY LOU CARIC

Yosemite National Park, Calif.

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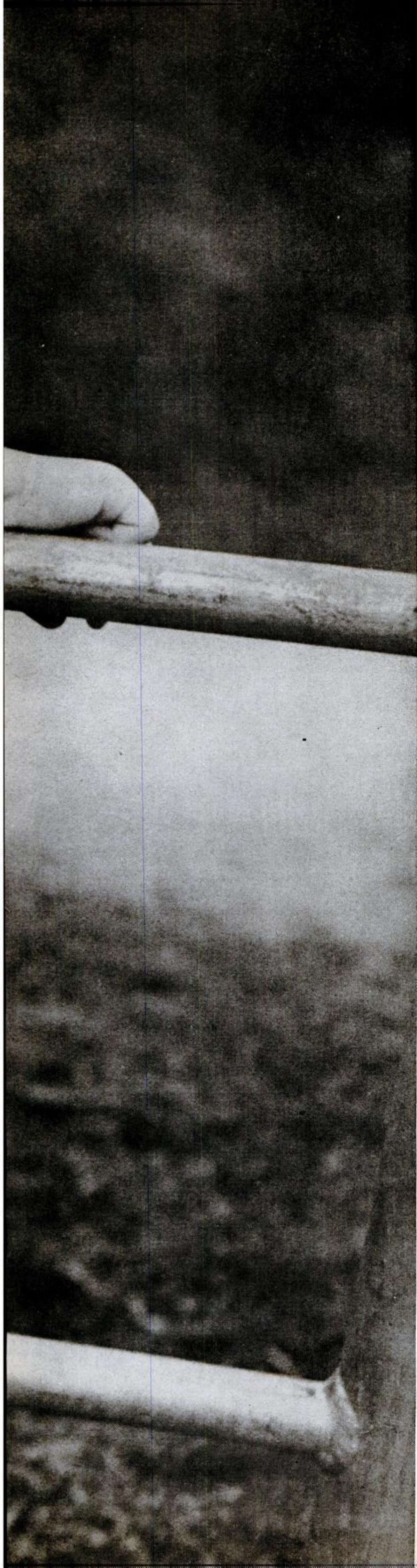
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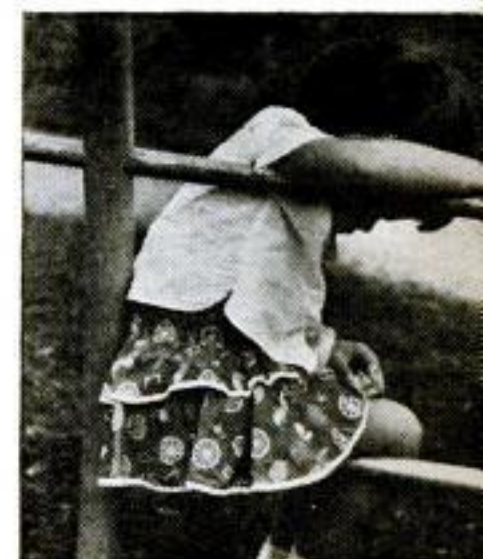
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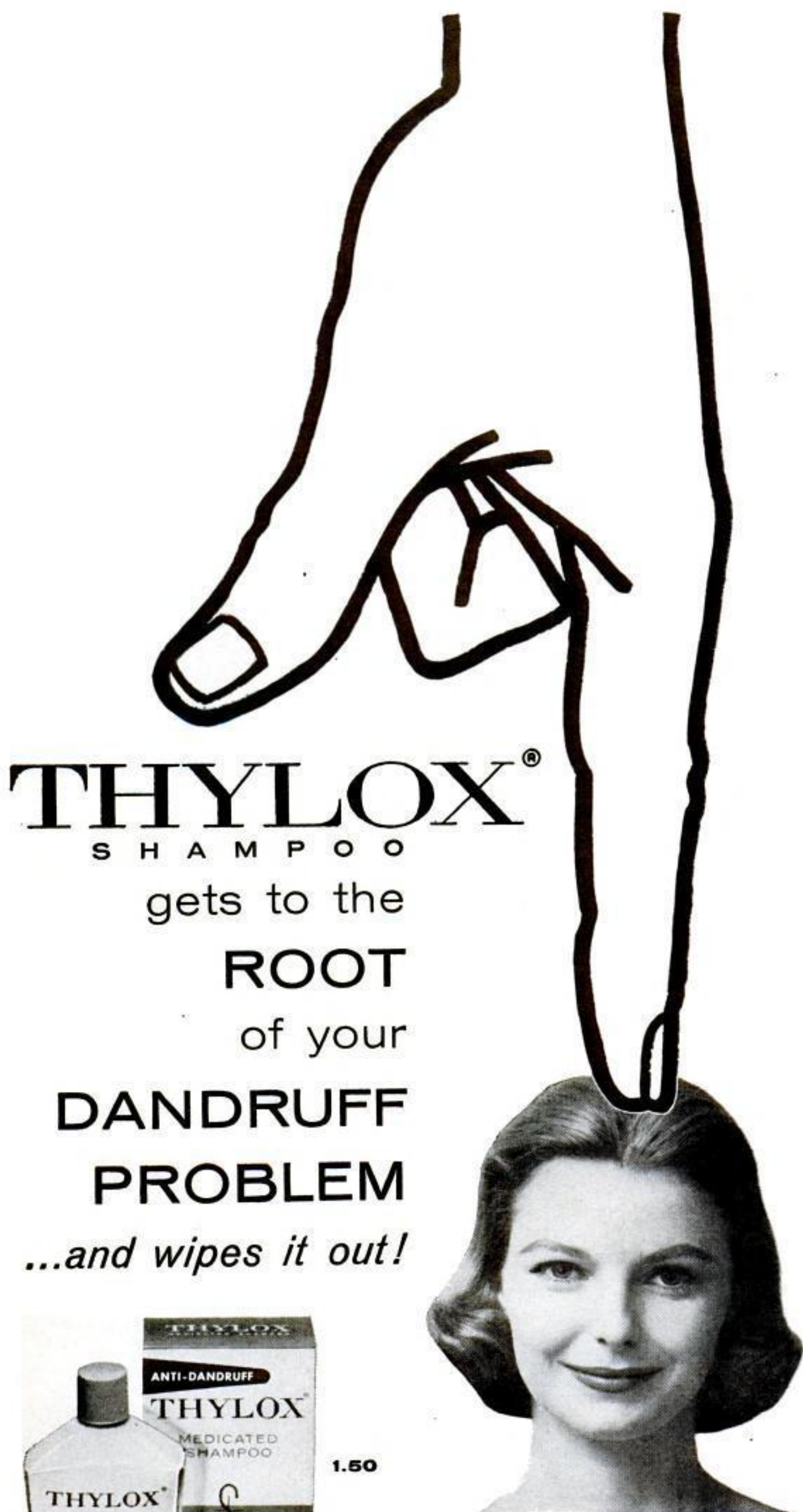
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"On The Fence"
photographed by George Zimbel



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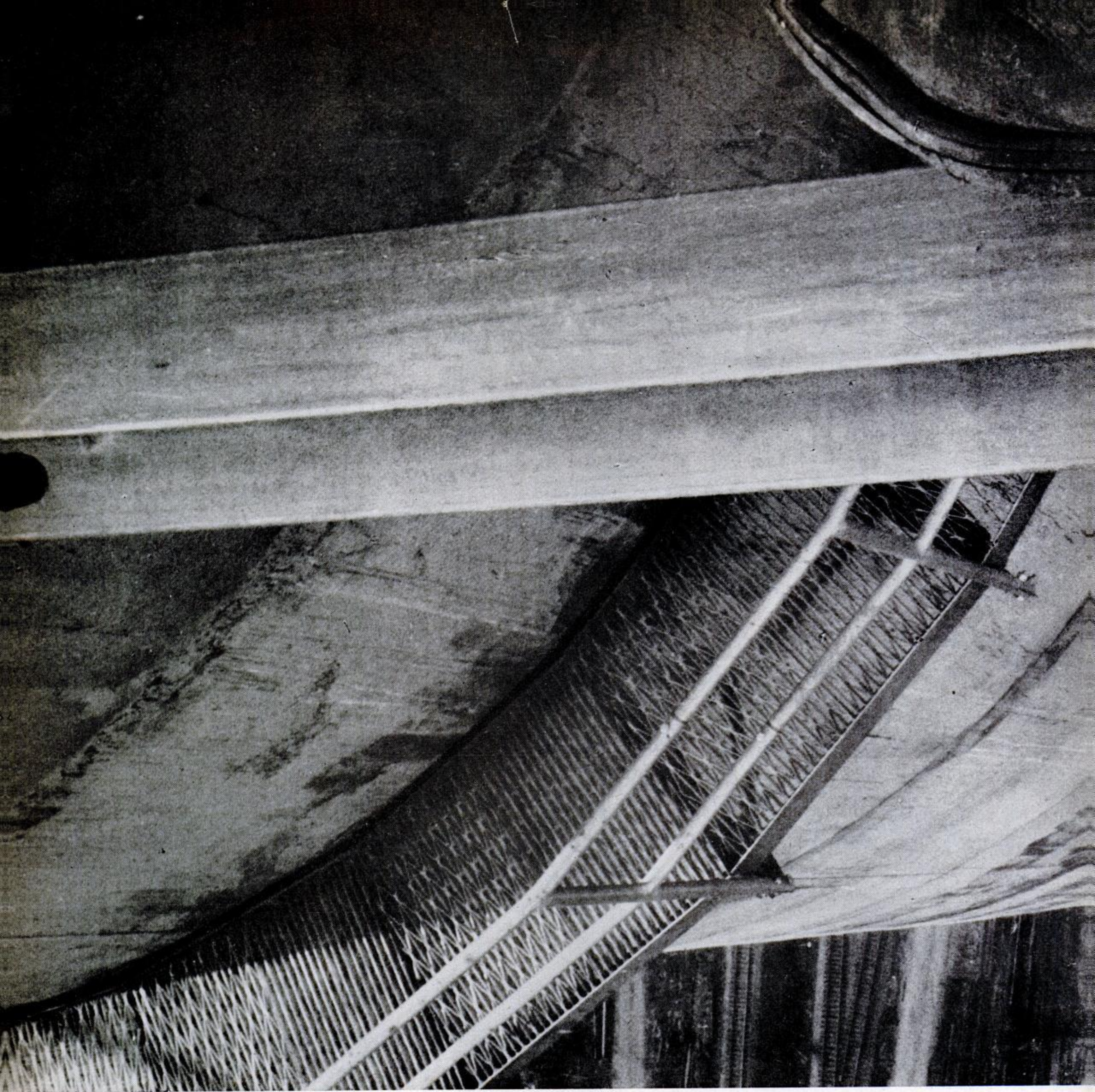
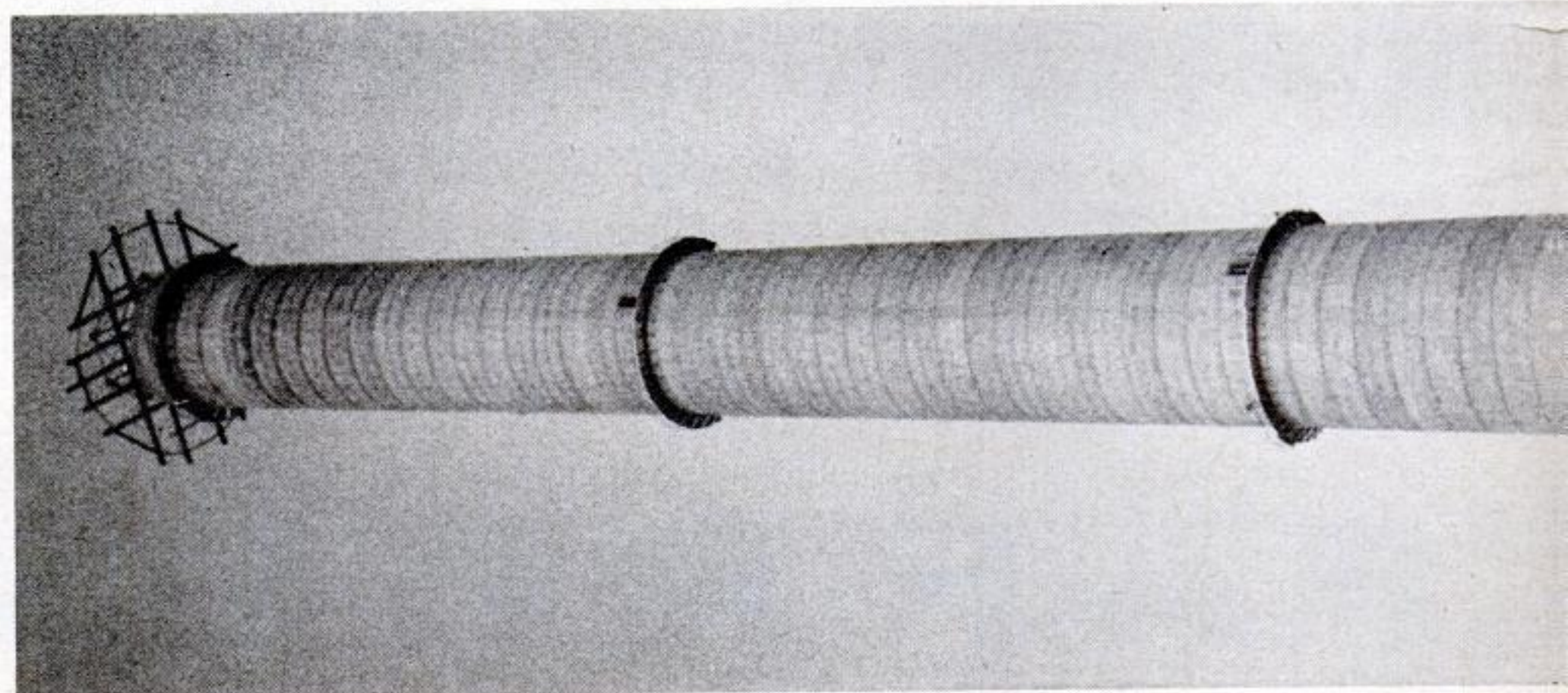


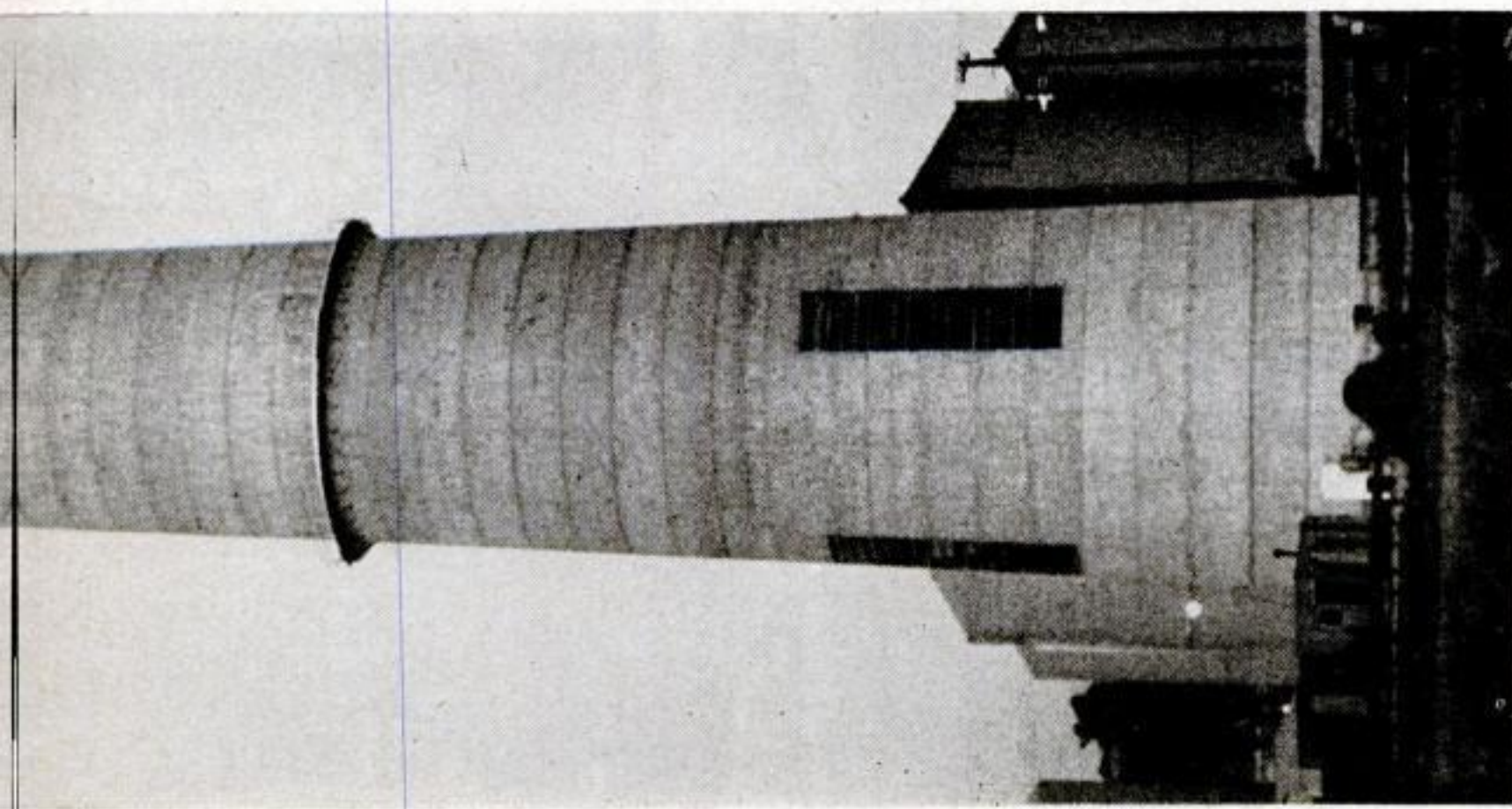
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613 FEET UNDERFOOT





A photographer's shoe emphasizes his height

The company that was lining the huge 613-foot-high chimney at the Kaiser Aluminum plant at Ravenswood, W. Va. wanted pictures of it to show the enormous scale of its job. Assigned to photograph the smokestack, Harry Seawell first planned to do it in the conventional way (*above*). But then he sought a more impressive way to give an idea of the altitude. He had himself hoisted up inside the chimney, then inched out on top over a temporary framework that extended beyond its sides. Bracing one foot on a beam, he shot the dizzying dwindle of the stack. When he developed the picture, he found that he had also taken a portrait of his own foot which, poised over 613 feet of empty space, produced the remarkable measure of height shown at right.





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OF SKIN AND HAIR**
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coarsened skin texture.

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after only 10 days.

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They caution women, particularly those who diet, to replenish their sterol deficiency, if they wish to slow down the appearance of premature ageing and,

by so doing, lengthen their skins' life span of beauty.

To avoid the effects of sterol starvation they advise treating all exposed skin surfaces, and hair, with cosmetics and toiletries rich in sterols. Such products block excessive dehydration; take up moisture from the air; act as a reservoir for softening, smoothing, beautifying moisture.

Whether it is a liquid, or cream for the skin; a powder or make-up base for your face; a stick for your lips; or a shampoo, rinse or spray set for your hair... no cosmetics made, no toiletries sold duplicate the sterol-rich formulae of Lanolin Plus Beauty Products.

Start revolutionizing the care of your skin and hair, tomorrow, with basic Lanolin Plus Liquid and its sterol-rich companion toiletries and cosmetics... only \$1.00 to \$3.00 at cosmetic counters, everywhere.

FOR YOUR FACE:

Lanolin Plus Liquid, \$1.00, \$1.75 and \$3.00; Lanolin Plus Medicated Liquid, \$1.25; Lanolin Plus Deep Liquid Cleanser, \$1.00; Lanolin Plus "Complexion Control" Liquid Make-Up, \$1.00 and \$1.75. Lanolin Plus Cleansing Cream, \$1.00 and \$3.00; Lipstick "35" by Lanolin Plus, \$1.25. Powder Plus by Lanolin Plus, \$1.25.

FOR YOUR BODY:

Lanolin Plus All Over Body Lotion, \$1.50.

FOR YOUR SCALP AND HAIR:

Lanolin Plus Shampoo, \$1.00 and \$2.25. Lanolin Plus Sudden Date Hair Spray Dressing, \$1.25. Lanolin Plus For The Hair, Dressing and Conditioner, \$1.00 and \$1.75. Lanolin Plus Creme Rinse, \$1.00. Lanolin Plus Hair Spray Set, \$1.35.

FOR YOUR HANDS:

Lanolin Plus Hand Lotion, \$1.00 and \$2.25. Lanolin Plus Hand Cream, \$1.00. All Prices Plus Fed. Tax except Shampoo.

*Lanolin
Plus*®

Also available in Canada

Westinghouse Roaster-Oven cooks everything...plugs in anywhere!



COOKS HOLIDAY-SIZE TURKEY, HAM OR ROAST, FULL FAMILY MEALS, PERFECT PIES!

Yes, this does everything an oven can, with special advantages you can't get any other way. Look-in Lid eliminates basting, turns out juicy roasts. Steam foods in it, cook in quantity, do canning. Uses no more current than a toaster! Here's the economical way to enjoy clean, cool controlled-heat cooking all year round. \$44.95 (Broiler-Grid, Timer Clock and Storage Cabinet, optional, slightly extra.)

- Meals for family of five and party recipes for up to fifty.
- Makes wonderful large-crowd server that keeps food warm.
- Perfect for things that spatter...removable inset pan washes in the sink!
- Gay colors—pink, aqua, yellow—and white. 5-piece ovenware dish set included.

Westinghouse...the gift with something extra!



Cooks with Spread-Even Heat. Square pan with square element eliminates hot or cold spots. Accurate thermostat measures heat edge to edge, a Westinghouse exclusive. Metal or glass cover, slightly extra. **Fry Pan, \$22.95**



Makes coffee the fastest way! New "Full Flavor Fountain" sprays water right on the coffee to extract all the flavor from all the coffee. Coffee stays at serving temperature. Brews 2 to 10 cups. **Coffee Maker, \$29.95**



Color-clad in porcelain! The first toaster in color, and the easiest to clean. Smudges wipe off in a wink. Extra lift up raises small slices of toast an extra inch. Hinged crumb tray. Also Chrome Toaster, \$19.95. **Confection Color Toaster, \$21.95**



Cuts ironing time! 15 specially placed vents give more moist, penetrating steam over a wider area. Special open handle ends wrist strain. Uses plain tap water. **Steam-N-Dry Iron: Coppertone finish, \$18.95; Deluxe Chrome, \$16.95**



YOU CAN BE **SURE**...IF IT'S

Westinghouse



Take a flame...chill in champagne...

and red is never again the same!

Revlon's new color

'Red Caviar'

a soft-spoken scarlet...crushed ice-cool

for lips and matching fingertips

What a feast for the eyes . . . 'Red Caviar'! Not a blue red, not a true red, but an *utterly* new red—lured into a delicate new dimension. A spark if you're dark . . . a flare if you're fair. Fashion is serving it with a lavish hand—it's so becoming! No wonder those who can order *anything* are ordering *nothing* but 'Red Caviar'! Why not get this heavenly hors d'oeuvre at once? (It's almost sinfully rich-tasting!)



'RED CAVIAR'

'Lanolite' or 'Lustrous' Lipstick
in 'Futurama' case 1.35*up
Cream Nail Enamel65*
Frosted Nail Enamel75*

*PLUS TAX © 1957, REVLON, INC.



Stop fiddling with fine tuning . . .



Just push one button for a pre-tuned picture

Stop fiddling with fine tuning now General Electric brings you Electronic Self-Tuner

You just touch a button and the next channel comes on with a sharp-tuned picture and sound the way you like it.

It's automatic—for you pre-tune each channel individually the day you get your

set. After that you hardly ever have to touch the fine tuning. Now remote control is truly practical—you don't keep jumping up.

And most General Electric consoles include remote control—at no extra cost.

Model 21C1555. 21-inch (over-all diagonal) tube—262 square inches of viewable area. Genuine cherry veneer. Remote control—channel number lights up.



No more awkward, jutting television sets.

New General Electric 110° tube cuts 6 inches off cabinet depth for a new Slim Silhouette

At least 6 inches shallower than cabinets of older sets! Now this handsome Lo-Boy, only 15 inches deep, can go next to a chest as Decorator William Pahlmann shows above.

Like America's foremost decorator, you too will love General Electric's new models. You'll thrill to the richness of genuine hard-

wood veneers, the outstanding quality of performance and the superb sound system. Three electronically matched speakers give General Electric balanced, lifelike tone.

See the full line at your dealer's soon—you'll get more enjoyment out of all the holiday programs ahead.

Retail prices will include Federal excise tax, one-year warranty on picture tube, 90 days on parts. UHF at small additional cost. Prices subject to change without notice. General Electric Company, Television Receiver Dept., Syracuse, New York.



Progress Is Our Most Important Product

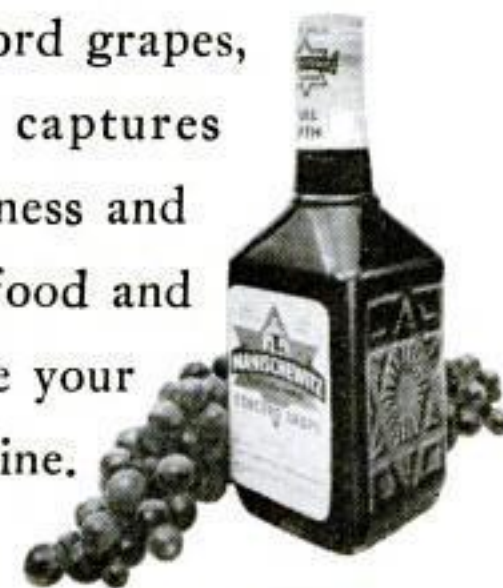
GENERAL  ELECTRIC

EVERYBODY'S WINE... BECAUSE IT TASTES SO GOOD



Nothing more delicious — nothing more *natural* — ever went into a bottle. That's why Manischewitz, long the time-honored wine for special occasions, is also the perfect wine to serve for *everyday* enjoyment. Today, it's *everybody's* wine. Made from sweet, ripe, luscious Concord grapes, Manischewitz captures all their goodness and

delicious flavor. It's a wine that belongs with good food and good fun. It's at home with love and laughter. Grace your table, honor your guests, with joyful Manischewitz Wine. Look for it today in the famous foursquare bottle.



everybody's wine — because it tastes so good

MANISCHEWITZ

(“Man, oh Mani-shev-its”)

CONCORD GRAPE WINE, SPECIALLY SWEETENED; MEDIUM DRY CONCORD WINE; AMERICAN BURGUNDY & SAUTERNE; 100% PURE AND SPECIALLY SWEETENED BLACKBERRY, CHERRY & LOGANBERRY WINES AND AMERICAN MALAGA. MANISCHEWITZ WINE COMPANY, NEW YORK.

NOW'S THE TIME TO COMPARE DESIGN AND FIND THE IMPORTANT DIFFERENCES



Now that all the new cars are out . . . compare the look! From the Total Design of the cars of The Forward Look for '58 comes the clean and functional, the strikingly low shape of motion that America has taken to its heart!

Chrysler Corporation cars today are still the only cars on the road which make styling play such an important part in performance!

Our eye-catching dart shape, for example, with its clean-flowing design, adds to riding stability—reducing steering correction in cross winds as much as 20%.

You'll find new thinking in the shape and function of our enormous glass areas, too: big new rear windows . . . swept-back front windshields let you look *up* as well as out, contributing to your all-around visibility—and so dramatically an integral part of the shape-of-motion profile of the whole car.

A visit to your dealer will reveal important new differences in The *Forward Look* cars for '58. New whisper-quiet engines with extra-economy 3-step choke . . . new full-time Constant-Control power steering . . . new Sure-Grip differential that gives extra traction in snow and mud.

What's more, in Plymouth, Dodge, De Soto, Chrysler and Imperial you pay *nothing extra* for the famous Torsion-Aire system of suspension—only new way of putting solid comfort between you and the road that's been proven by billions of driver miles.

Before you buy, test-drive one of these cars. Discover the advantages, and value, you get *only* from Total Design!

FOR '58, MORE THAN EVER, THE *FORWARD LOOK* IS THE ADVANCE DESIGN



CHRYSLER CORPORATION

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

A BIRTHDAY FLEXING OF RED BICEPS

West sees the face of challenge
in Bolshevism's 40th anniversary

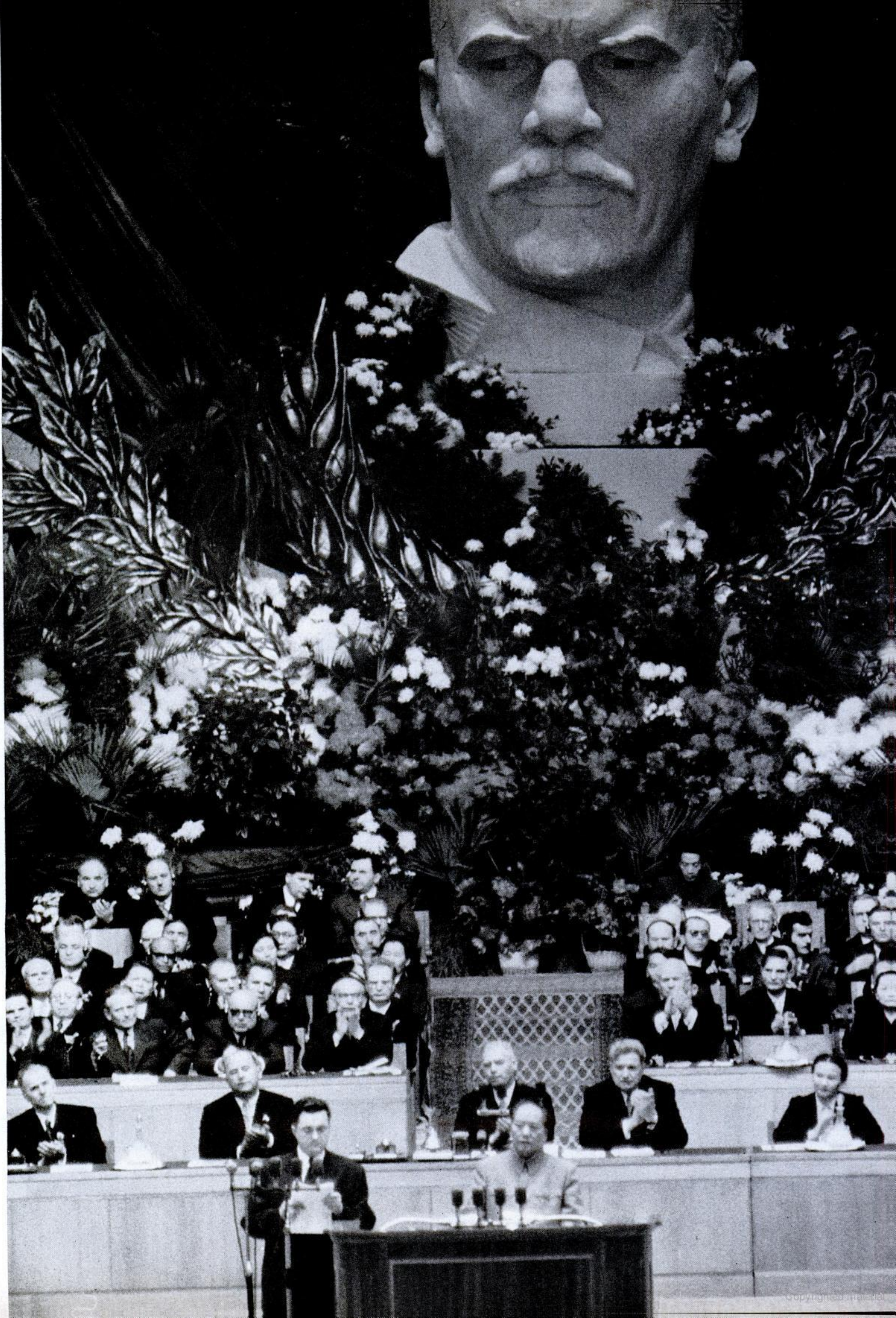
High over the Kremlin one night last week, a mocking apparition of still another Communist earth satellite, floated the eerie image of Nicolai Lenin. Thus was Soviet Russia's founder re-incarnated to take part as Communism massed men and machines to gloat over a chilling new reality: after four decades as a formidable but enslaved and earthbound mass of peasantry, the Soviets had burst upon the world as the infinitely sinister front runners in the sophisticated and perilous science of space.

It was the 40th anniversary of the Bolshevik Revolution, one above all others for the Soviets to celebrate. Here, for the first time since the coming of Communism, was an occasion for national glory which would be acknowledged by the whole world. Moscow made the most of it. Russians in the street jubilantly exchanged as a greeting the plaintive "beep beep" of Sputnik I. To drive home the point of Soviet military power the Soviets put on an impressive show of weaponry aimed at the West—even more meaningfully at the uncommitted nations of Asia and the Middle East. Soviet scientists boasted of new technological breakthroughs, hinting at radical new rocket fuels which had been used to launch Sputnik II. The probable nature of such fuels and how they might be burned is set forth (pp. 44-45) in an outline of basic rocket science. Hailing the artificial moons, visible proof of Russian prowess in space (pp. 42-43), Party Chief Nikita Khrushchev crowed: "Our satellites are circling the earth waiting for American satellites to join them and form a commonwealth of Sputniks."

The West earnestly if belatedly set about meeting the threat. In England, Prime Minister Harold Macmillan declared, "Never has the threat of Soviet Communism been so great, nor the need to organize against it so urgent." Speaking a month short of the Dec. 16 NATO meeting in Paris, Macmillan then urged Western states to face up to the surrender of some individual sovereignty in the interest of common survival. From Washington, President Eisenhower gave the nation a somber warning that "the Soviets are building up types of power that could . . . damage us seriously." The implications of the Soviet build-up constituted a sobering challenge for all Americans. How they met it would determine whether the West regained technological supremacy which more and more loomed as the price of very existence.

LENIN ALOFT, his image bathed by floodlights and suspended from a balloon in the darkness, is the

symbol of the Soviet Union's Revolution-to-Sputnik span. Silhouetted is southeast tower in the Kremlin.





ORBITING HOOPS, twirled by marching girls taking part in an athletic exhibition, precede Sputnik.

on-parade—the tiny bauble suspended to the left of balloon in background which represents the earth.

GATHERING OF THE CLAN IN TIME OF PRIDE

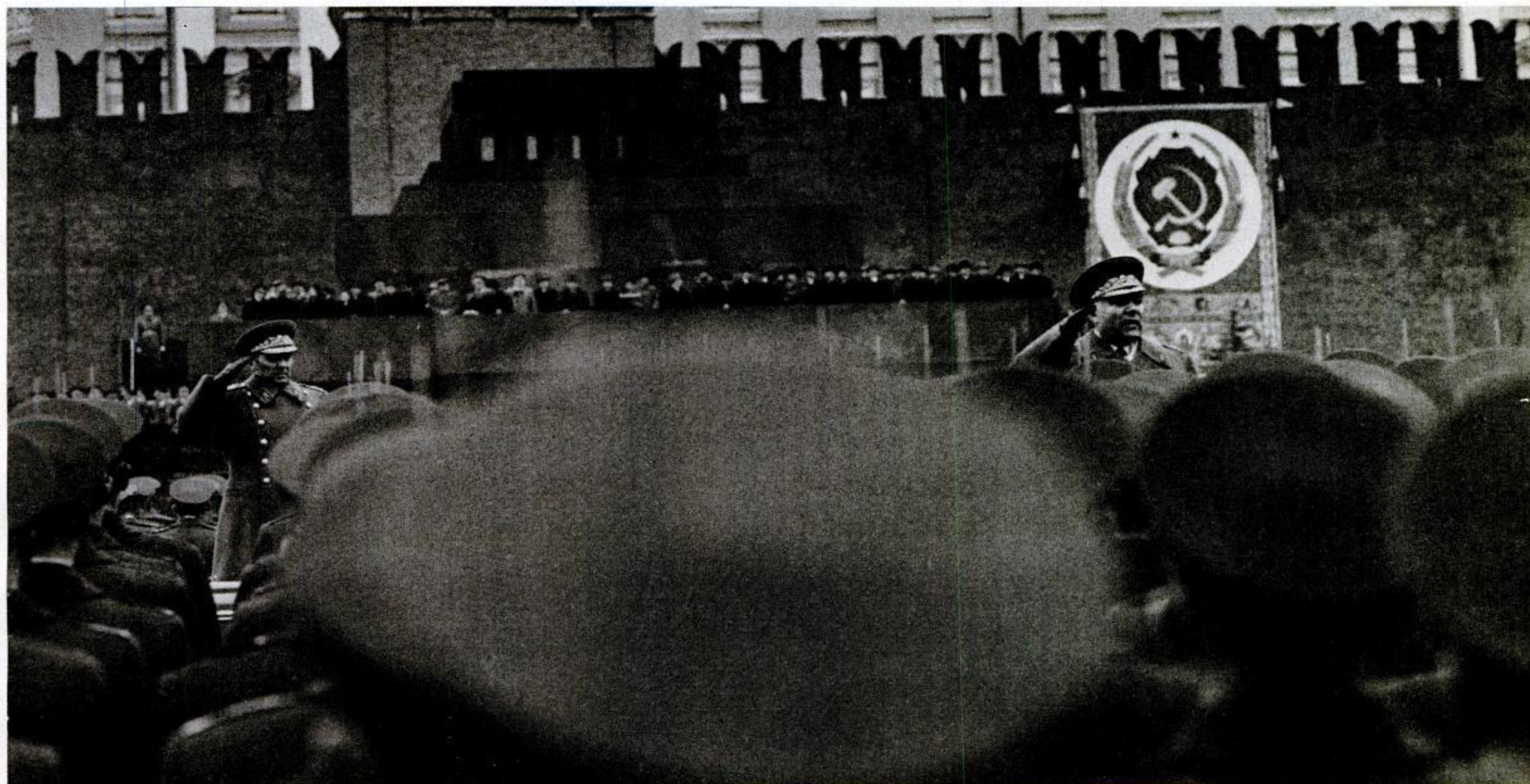
Celebrating an unusual all-day holiday, Moscow's regimented millions made prideful jokes. "Our bathrooms may not work but we have Sputnik," they said. The leaders of world Communism met as a mutual admiration society in the grand new Lenin Sports Palace to praise themselves. China's Mao came; so did Poland's Gomulka (Yugoslavia's Tito, apparently suffering a diplomatic illness, did not come).

Marshal Rodion Malinovsky, Zhukov's successor, boasted Soviet forces are "capable of crushing any aggressor," and atomic cannon,

plus a family of rockets, were paraded in Red Square (*next two pages*). Noticeably, the Russians failed to exhibit their intercontinental missile (ICBM) and showed off only relatively short-range weapons which might be used tactically in ground warfare. The omission may have been for security reasons. It seemed probable, however, that they agreed with some qualified Western military men, who think that for the time being the big missiles are inaccurate and thus indecisive and that preparation for conventional wars still should not be neglected.



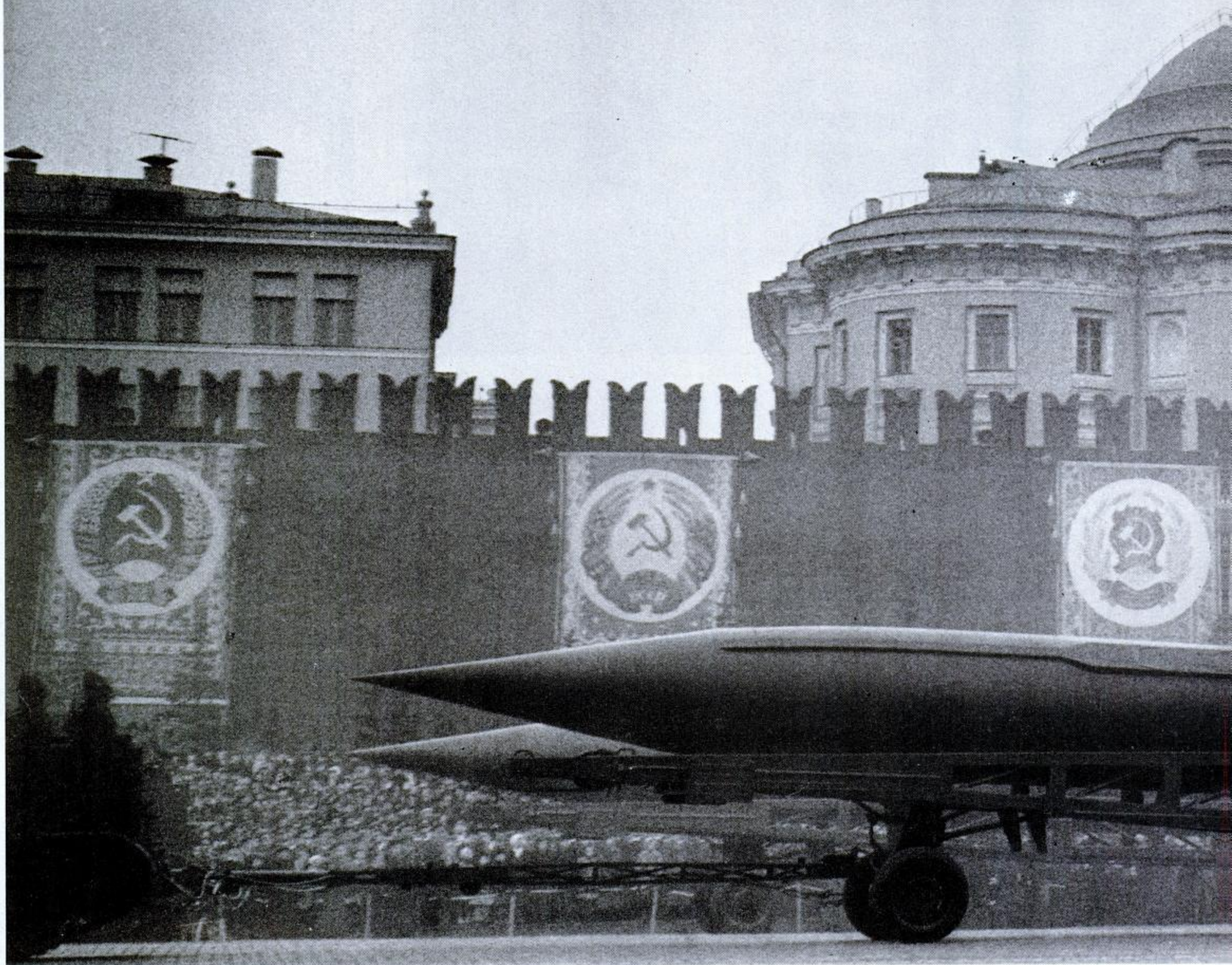
GIBE AT U.S. wowed circus. Here clown displays a balloon to be broken as "the American Sputnik."



← **ADDRESSING SUPREME SOVIET**, China's Mao Tse-tung stands under Lenin's likeness to tell brass of Communism they have "sacred duty" to stick together. Applauding are (*second row, left and right*

of centerpiece) Poland's Gomulka and host Khrushchev. China's Madam Sun Yat-sen sits in same row (*far right*). Russia's Andrei Gromyko is in last row, fifth above Gomulka and next to floral display.

NEW DEFENSE CHIEF, Marshal Malinovsky (*at right*), goes on parade himself as he salutes Moscow garrison troops in Red Square. In background, atop Lenin's tomb, stand Soviet leaders, satellite guests.



BIGGEST MISSILE SHOWN by Russians, here passing Kremlin reviewing stand with a mate beside it, is believed by U.S. experts to be a Soviet equivalent of the

U.S. Army Redstone with a range of about 500 miles. Like the Redstone, it is based on the German V-2. It could carry a nuclear warhead for attacking troop

MASSED MISSILES photographed through window before parade include anti-aircraft missiles in foreground, similar to U.S. Army Nike and Navy Terrier but bigger than either. They appear to be two-stage rockets, and could probably be fired to altitudes of 60,000 feet to defend against U.S. B-52 or B-47 bombers.

COLD-WEATHER JACKET, to keep missile warm during winter use, encases what appears to be a Russian equivalent of the U.S. Honest John artillery rocket. It has a range of about 25 miles and can be fired quickly from its carriage, which is adapted from sturdy, mobile chassis of big Stalin tank used in World War II.

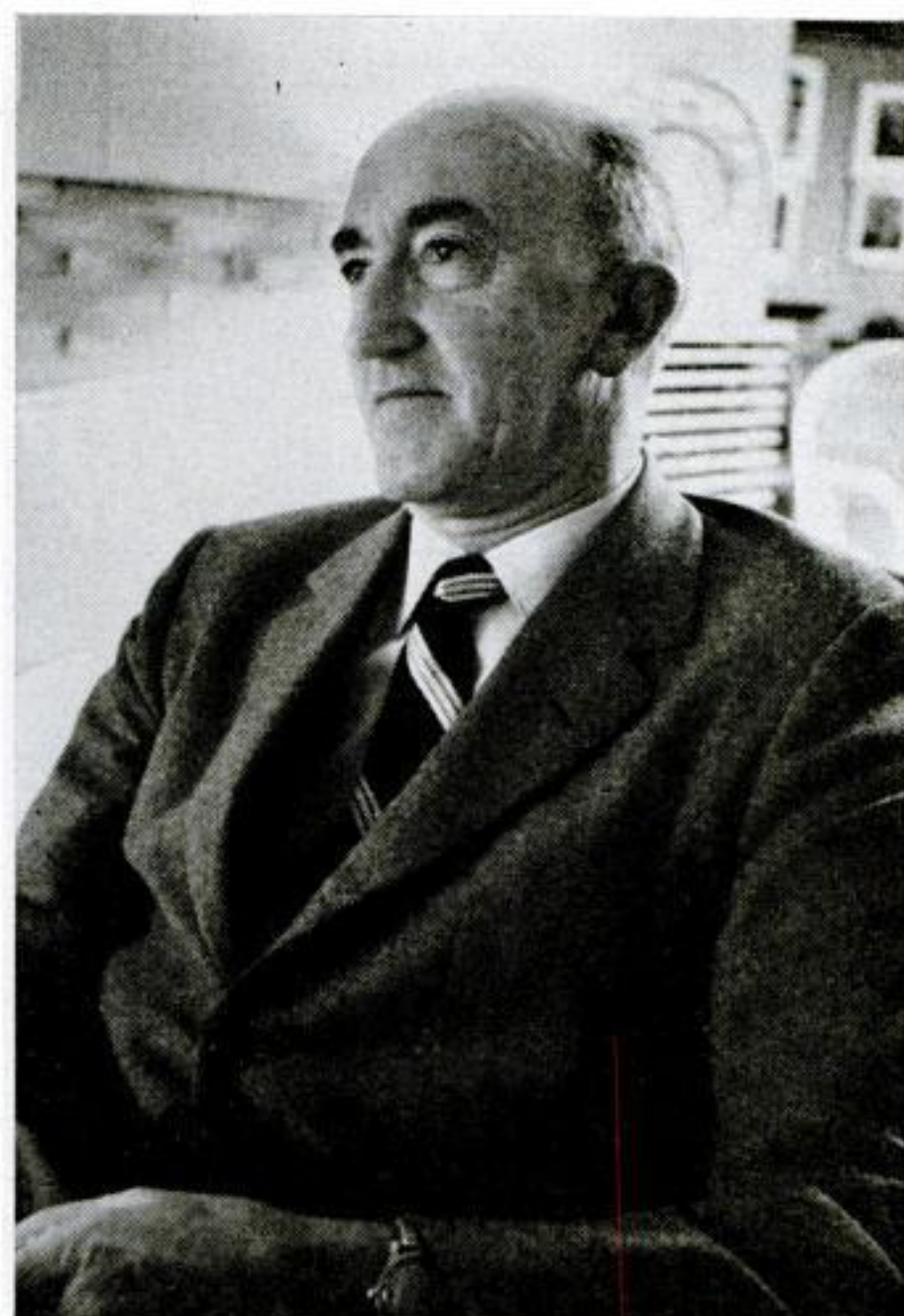




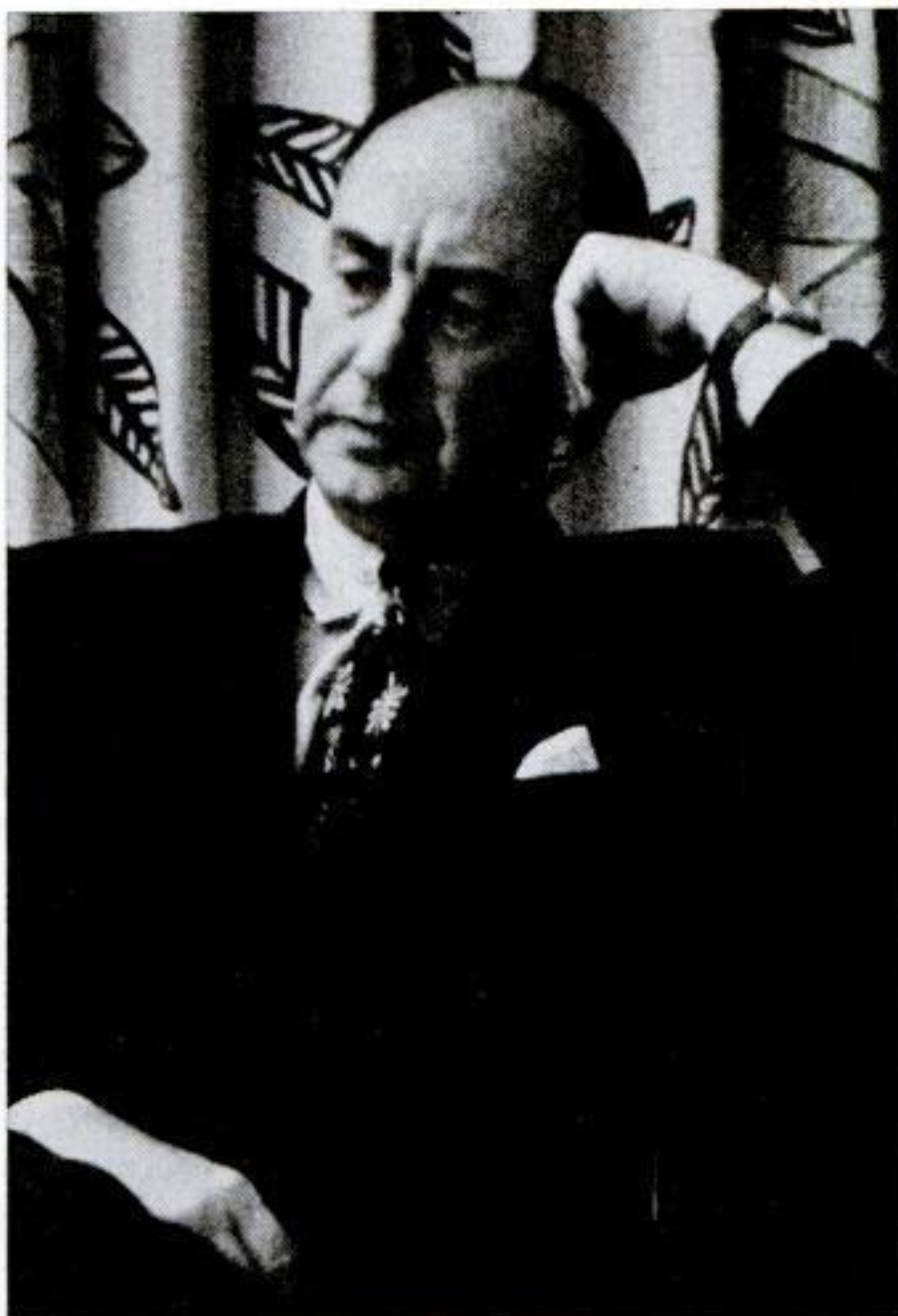
BACK FROM SPACE. GLEAMS IN FOREGROUND



INVESTMENT BANKER Ferdinand Eberstadt feels President's actions may "prove inadequate to meet the urgent needs of our present critical situation," says they are "at most, a faltering step forward."



PLANE-MAKER William Allen, president of Boeing, which makes B-52, BOMARC missile, thought Killian appointment good news. "Now is the time to speak about what we need, not about what we have."



FORMER CANDIDATE Adlai Stevenson said, "I'm not clear from the speech whether the President is satisfied with our missile situation or not. I'm not." He thought speech had "too little sense of urgency."



RESEARCH CHIEF of Defense Department, Assistant Secretary Dr. Paul Foote, found the Killian appointment a valuable first step toward having a Secretary of Science in the cabinet, a move he favors.

SPEAKS AS THE CITIZENS LISTEN

years ahead we could fall behind." There were, he said, some pressing requirements, including more basic research, training more scientists and exchanging scientific knowledge with other free nations.

The big news in the speech was Mr. Eisenhower's announcement that he had made Dr. James Killian Jr. (p. 48), president of Massachusetts Institute of Technology, his special assistant for science. Some complained this did not go far enough. Others hailed Dr. Killian as a missile czar—which he is not. Mulling over the speech, Washington soon realized that, insofar as there would be a missile czar, he was Dwight Eisenhower.

There were some quick follow-ups to the speech. Senator Styles Bridges said approvingly after a conference with the President that missile expenditures would soon jump sharply. Defense Secretary Neil McElroy ordered the Army to launch a satellite of its own. But as he gave the order, Sputnik II (next two pages) had already been in space five days.

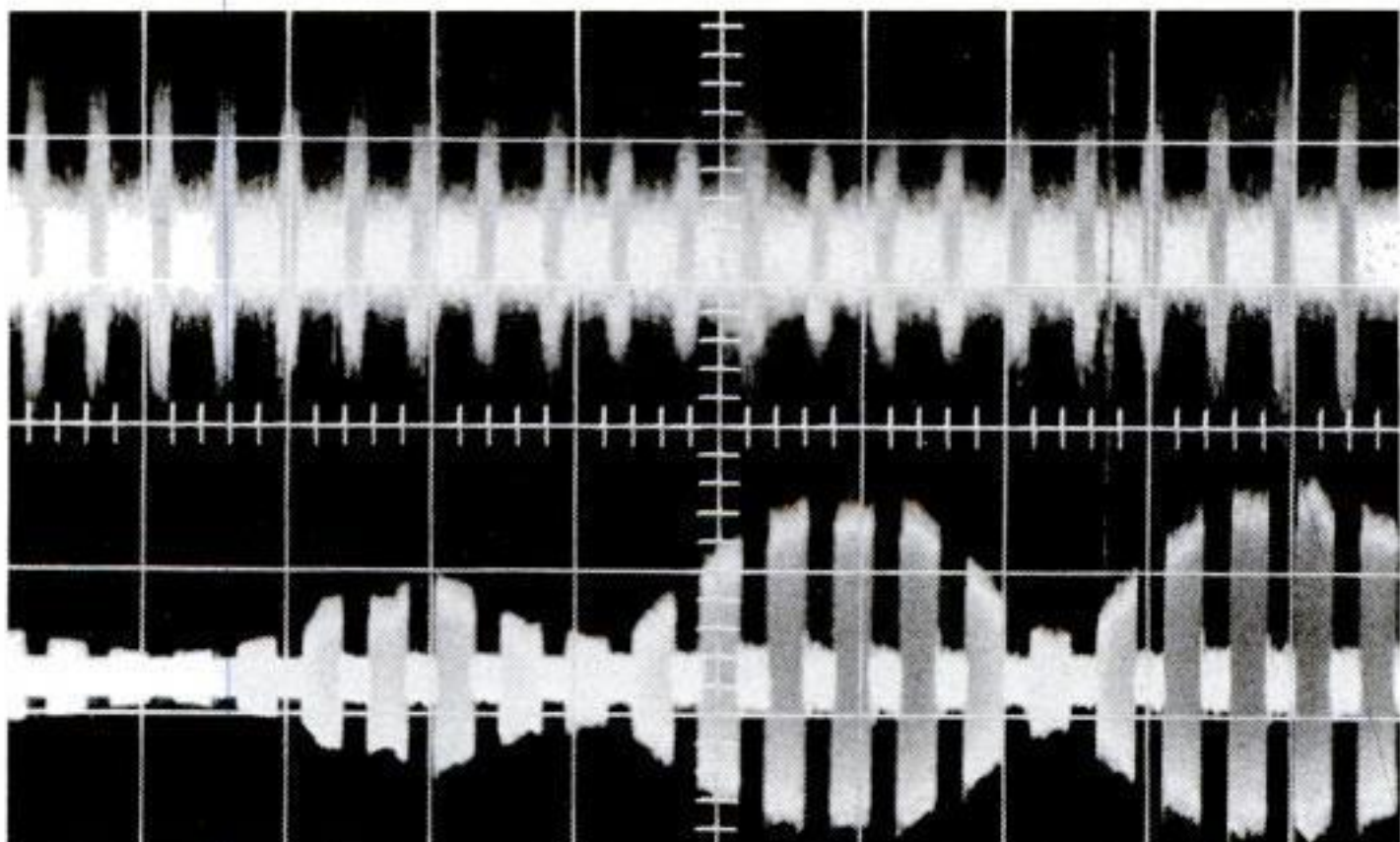


ROCKET ENGINEERS LISTEN TO THE PRESIDENT IN A CALIFORNIA FACTORY →
CONTINUED



SPUTNIK II OVER CALIFORNIA moves from southwest to northeast (*left to right in picture*) in the sky above Los Angeles at 5:27 a.m. The streak of its path, caught in a time exposure, passes under the "lion-skin shield" in the constellation Orion (1), under the V-shaped cluster called the Hyades (2) in the

constellation Taurus, and above the Pleiades (3), another cluster in Taurus. The brilliant glow in the foreground is from a street light. The lights at left below are from Los Nietos and Downey, suburbs of Los Angeles. The photograph was taken from an IGY Moonwatch station on the campus of Whittier College.



COMPARISON OF BEEPS from Sputnik II (top) and Sputnik I is shown in oscilloscope readings. Pattern differences may be due to differences in coded data.

SPUTNIK II AND PIONEER RIDER



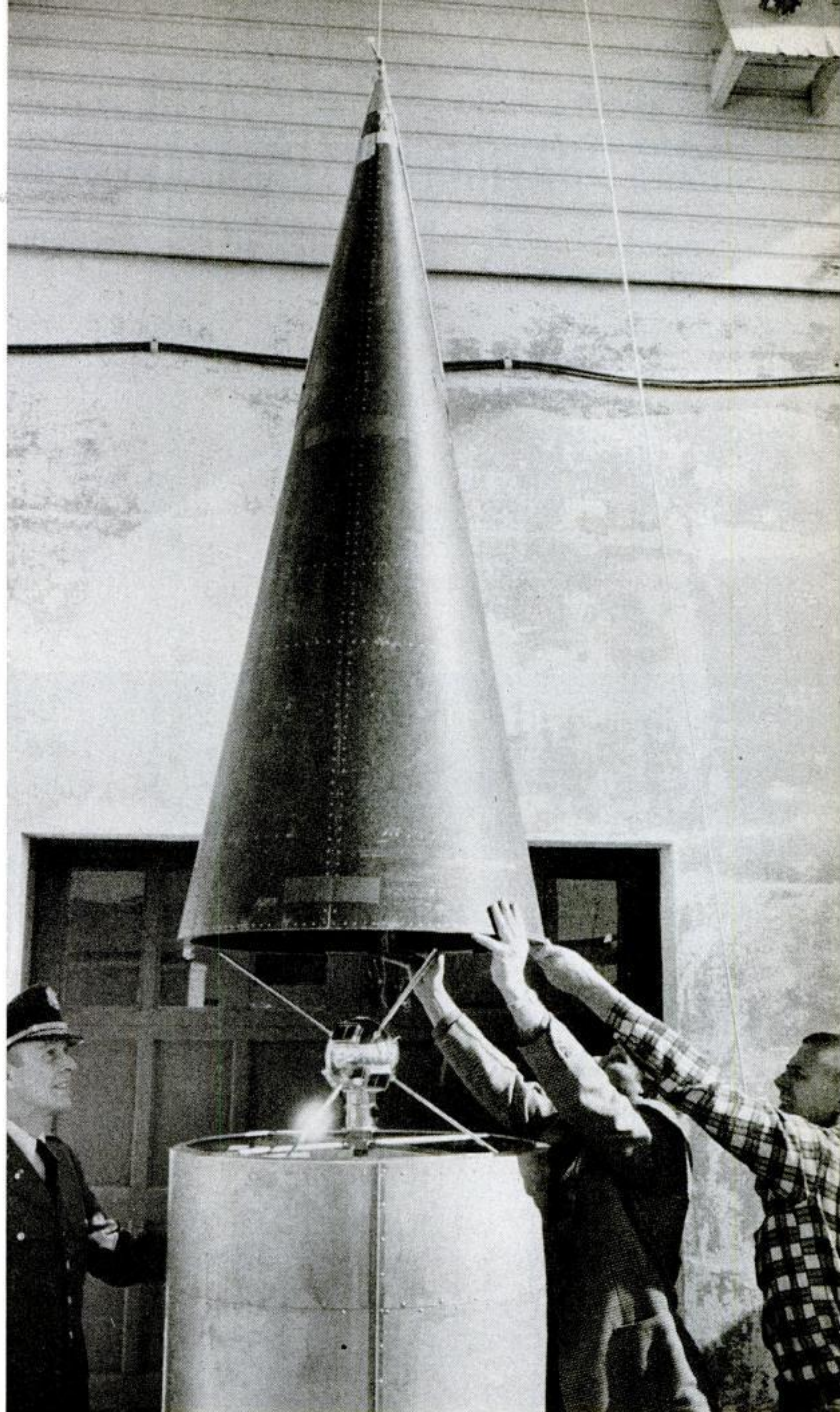
SPACE TRAVELER LAIKA

In its first week Sputnik II (*opposite page*) was seen by early-rising Americans from coast to coast. Although its flight took it across the country six times a day, it was visible only during the dark hours just before dawn. But then the big new satellite was almost as bright as the brightest stars in the sky.

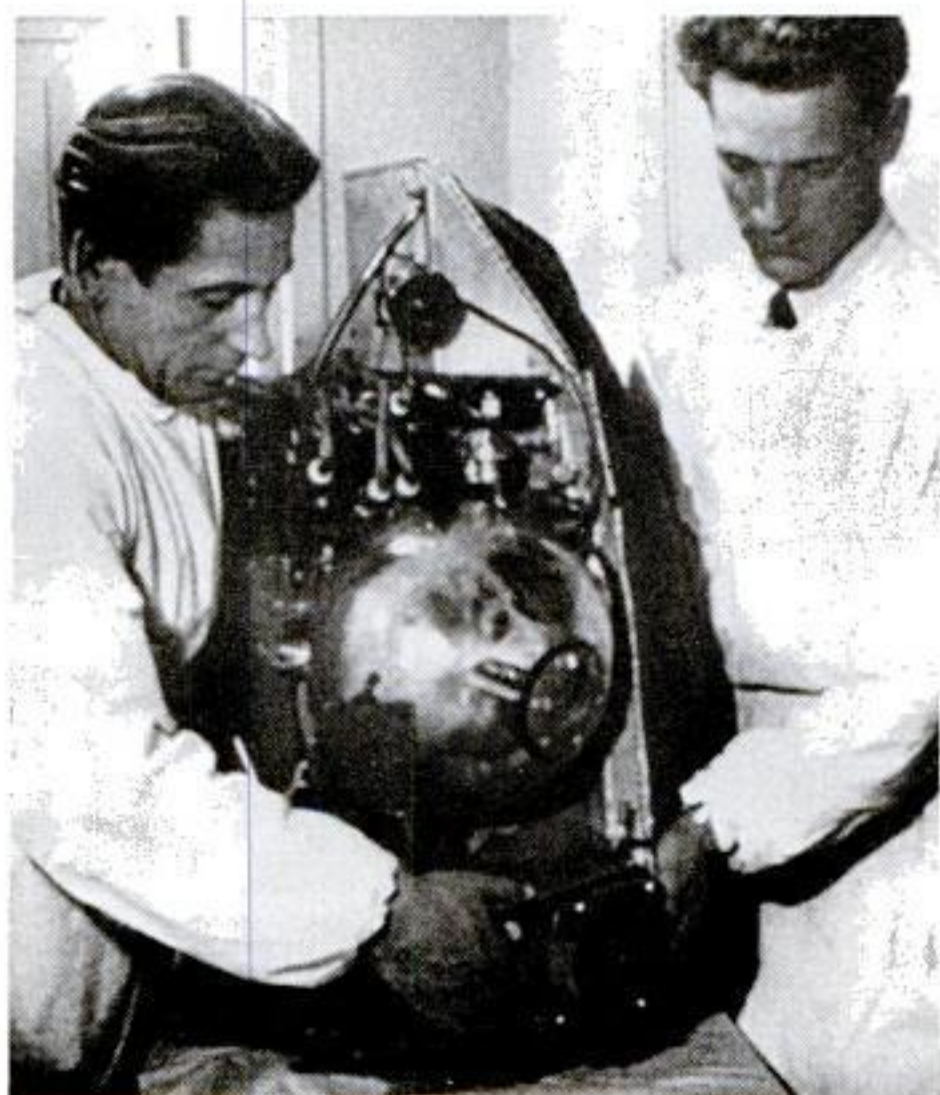
The dog aboard the rocket was called Laika (also the name of the breed—a mixture of Pomeranian, Samoyed and sheep dog). It lived in severe confinement and was being fed artificially, probably intravenously. For several days the Russians reported that it was doing well.

But early speculation that the dog might be brought back to earth alive gave way to a feeling that it was doomed to die—if not already dead—in outer space. Then the radio stopped. Even so, the Russians had already gained invaluable information for human space flight.

Sputnik II's size dwarfed Sputnik I—to say nothing of the six-inch "baby satellite" (*right*) the U.S. was preparing to send up. Its interior equipment alone, the Russians said, weighed about half a ton and included a variety of instruments for studying cosmic rays, solar radiation, temperature, pressure, and physiological changes in the dog's body. Two transmitters sent radio signals (*above*) which scientists outside Russia were having difficulty deciphering. Sputnik II was not spherical but elongated in shape. It followed a more eccentric path than Sputnik I, with a low of 140 miles and a high of 1,056 miles, taking 103 minutes to complete each orbit—seven minutes longer than Sputnik I which, with its radio dead, was still going silently around the earth in its pioneer orbit.



U.S. "BABY SATELLITE" has mock-up of nose cone lowered over it in Washington for ground test of its tiny transmitters. This is a six-inch satellite, a type scheduled for test flights before the 20-inch Vanguard is launched. Windows on satellite permit entry of sunlight to energize solar-powered radio batteries.



ROCKET-BORNE DOG is heroine of Russian movie showing purported test flight before Laika's ascent in Sputnik II. At left, dog is packaged for loading into nose cone. In center, it is in flight; at right, with experimenter after return to earth. In similar experiments, a mirror focused on dog enabled movie camera to

record animal's reactions during trip while other instruments measured body processes. At altitude of 65 miles, nose cone was detached. After falling about 15 miles, the dog capsule was ejected and fell freely until it was only 2.5 miles above the earth, where parachute opened to carry the dog rest of way unharmed.

DESTINATION, OUTER SPACE—A PRIMER ON PROPULSION AND FUELS

The primary problem facing space engineers today, as they work toward flight to the moon and beyond, is propulsion. The Russians have taken the lead in this field and, they say, are developing new fuels to increase their lead. The only engine capable of giving propulsion in space, where there is virtually no air, is the rocket engine, which uses no air for combustion. These two pages give a primer on rocket propulsion. The drawings at the right demonstrate principles upon which rocket flight is based. Below are seven important present and future propulsion systems, with their advantages and disadvantages listed in a box score.

A rocket shoots forward because of the physi-

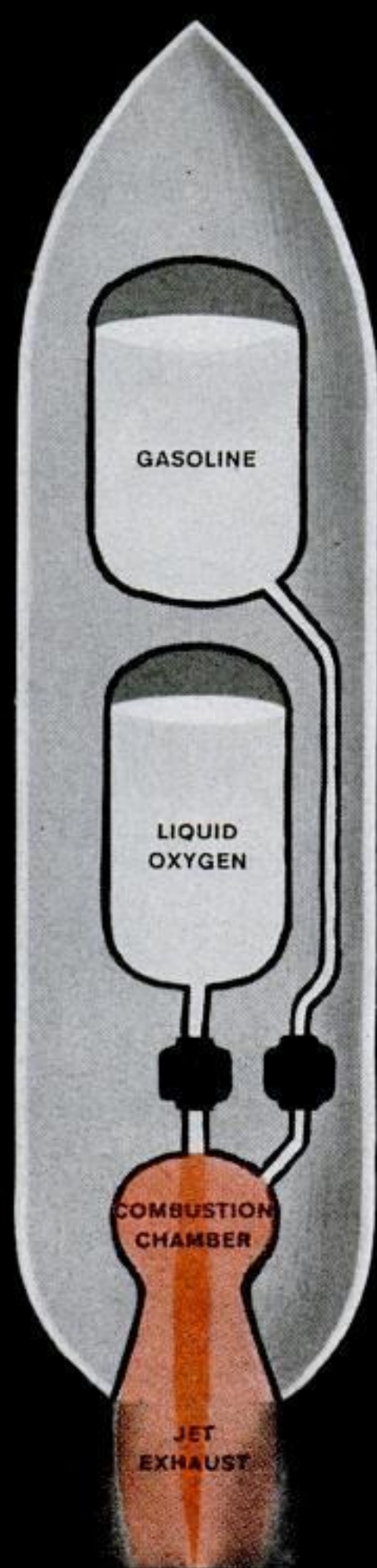
cal law that with each action there is an equal and opposite reaction. The force of the reverse jet sent from a rocket's tail produces an equal forward force which sends the rocket up. In most big rockets today, fuel is piped into a combustion chamber where it is mixed with an oxidizer, an element that makes fuel burn without air. Here, where it is heated to extreme temperatures, it explodes, breaking into fast-moving particles. These rush out the tail through a pinched-in section which, by squeezing them, makes them go even faster—just as pinching a hose makes the water spurt at higher speed.

The faster the particles shoot out the faster the rocket goes. The propulsion efficiency of

a rocket is measured in specific thrust. A specific thrust of 250 means that every pound of fuel consumed per second produces a 250-pound force. Some rockets burn 1,000 pounds of fuel a second. Scientists have found that the specific thrust is greatest when the jet's particles are lightest.

Hydrogen, one of the lightest of all the elements, would in this respect be ideal. But hydrogen requires huge tanks and, unless it is specially cooled, boils away. Other efficient fuels also have drawbacks: they may be corrosive, toxic, unstable, expensive or hard to handle. Heavier elements sometimes have advantages that make their use desirable (chart below).

LIQUID FUEL



SPECIFIC THRUST: 264

ADVANTAGES: CHEAP AND ABUNDANT SUPPLY; FUEL FLOW EASY TO CONTROL; BEHAVIOR BEST KNOWN.

DISADVANTAGES: DIFFICULT TO STORE AND HANDLE; REQUIRES COMPLICATED ROCKET DESIGN; SUBJECT TO MECHANICAL FAILURE.

AVAILABLE: NOW

SOLID FUEL



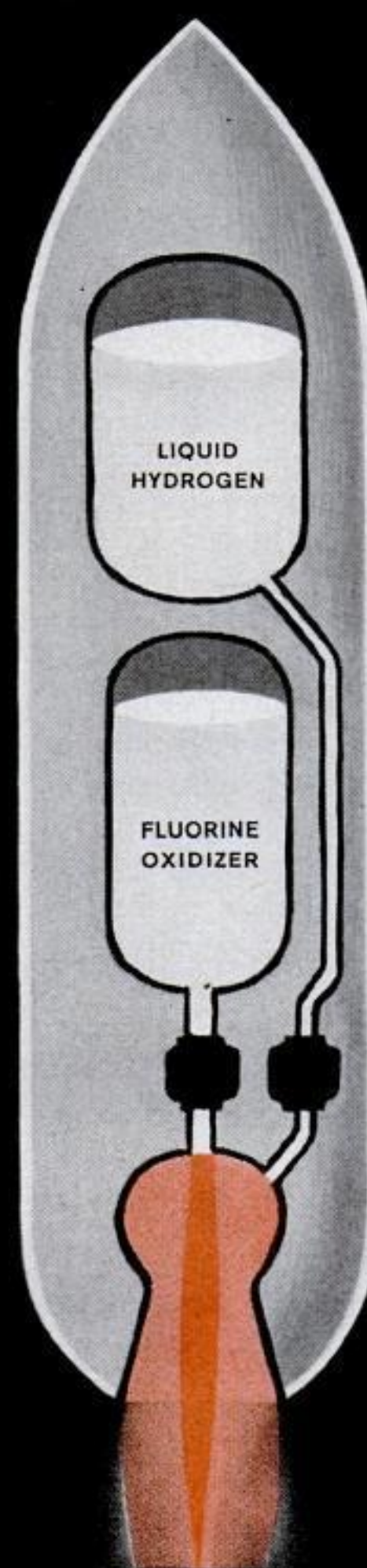
SPECIFIC THRUST: ABOVE 250

ADVANTAGES: EASILY STORED AND HANDLED; STABLE AND DEPENDABLE; SIMPLIFIES ROCKET DESIGN.

DISADVANTAGES: MANUFACTURE DIFFICULT; FUEL COMBUSTION IS HARD TO CONTROL.

AVAILABLE: NOW

EXOTIC FUEL



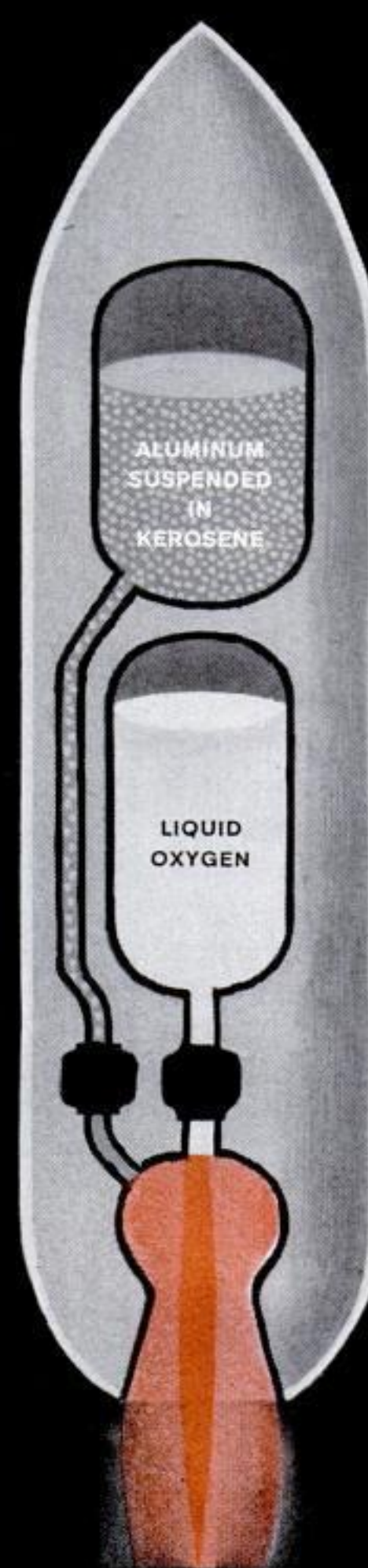
SPECIFIC THRUST: 373

ADVANTAGES: GIVES ROCKET GREATER SPEED, LARGER LOAD-CARRYING CAPACITY.

DISADVANTAGES: DIFFICULT TO STORE AND HANDLE; IS OFTEN UNSTABLE AND TOXIC; EXPENSIVE TO MAKE.

AVAILABLE: WITHIN THREE YEARS

METAL FUEL



SPECIFIC THRUST: 325

ADVANTAGES: EASILY MANUFACTURED AND STORED; IS IN CHEAP AND ABUNDANT SUPPLY.

DISADVANTAGES: FUEL CLOGS EQUIPMENT AND COMPLICATES PLUMBING; HARD TO KEEP PARTICLES IN SUSPENSION.

AVAILABLE: WITHIN FOUR YEARS

In liquid fuel rocket, fuel and the oxidizer (such as liquid oxygen) are kept in separate tanks. They are piped into combustion chamber where, upon contact, they explode and burn. Besides gasoline, the fuel can be ethyl alcohol, kerosene or ammonia. Most big rockets today, like Jupiter, use liquid fuel.

Here fuel and oxidizer are blended into a solid material and formed into a core with a shaft down middle. A spark in shaft ignites core, which burns from inside outward. Fuel might be rubber or asphalt, with perchlorate oxidizer. As shown above, solid fuels are more easily stored than volatile liquid fuels.

In exotic fuel, unusual combinations of fuels and oxidizers are mixed and burned. Heat and thrust produced are greater than that from standard liquid fuels. One promising exotic fuel is liquid hydrogen; another contains some boron, an unstable form of common borax used as a household cleanser.

In metal fuel, particles of metal are suspended in solution to form sludge which is mixed with oxidizer and then burns. Metals such as aluminum or magnesium release more heat than conventional fuels. Because particles are solid, they take up less room, even in sludge form, than true liquid fuels.



concentrations. Smooth, unbroken shape indicates that it is a single-stage rocket. Paddle-shaped panel behind the nose probably covers up fuel and electrical

connections used for vertical firing. Small protruding vents located just to left of the tail fins are used to funnel off vapors from the liquid oxygen propellant.

AMPHIBIOUS TROOP CARRIER, hauling an infantry squad and mounting a .50 caliber machine gun, is reviewed by Communist brass atop Lenin's tomb. It is armored, has probable speed of 50 mph. Seen here for first time, it is indicative of Soviet army's great strides in mechanization to prepare for mobile war.

ATOMIC CANNON, riding backward through Red Square, appears to be launching device for multistage nuclear rocket which can be aimed and fired by gun to probable distance of 135 miles. U.S. atomic cannon, no longer in production, has range of only 20 miles, but we have longer-range models under development.

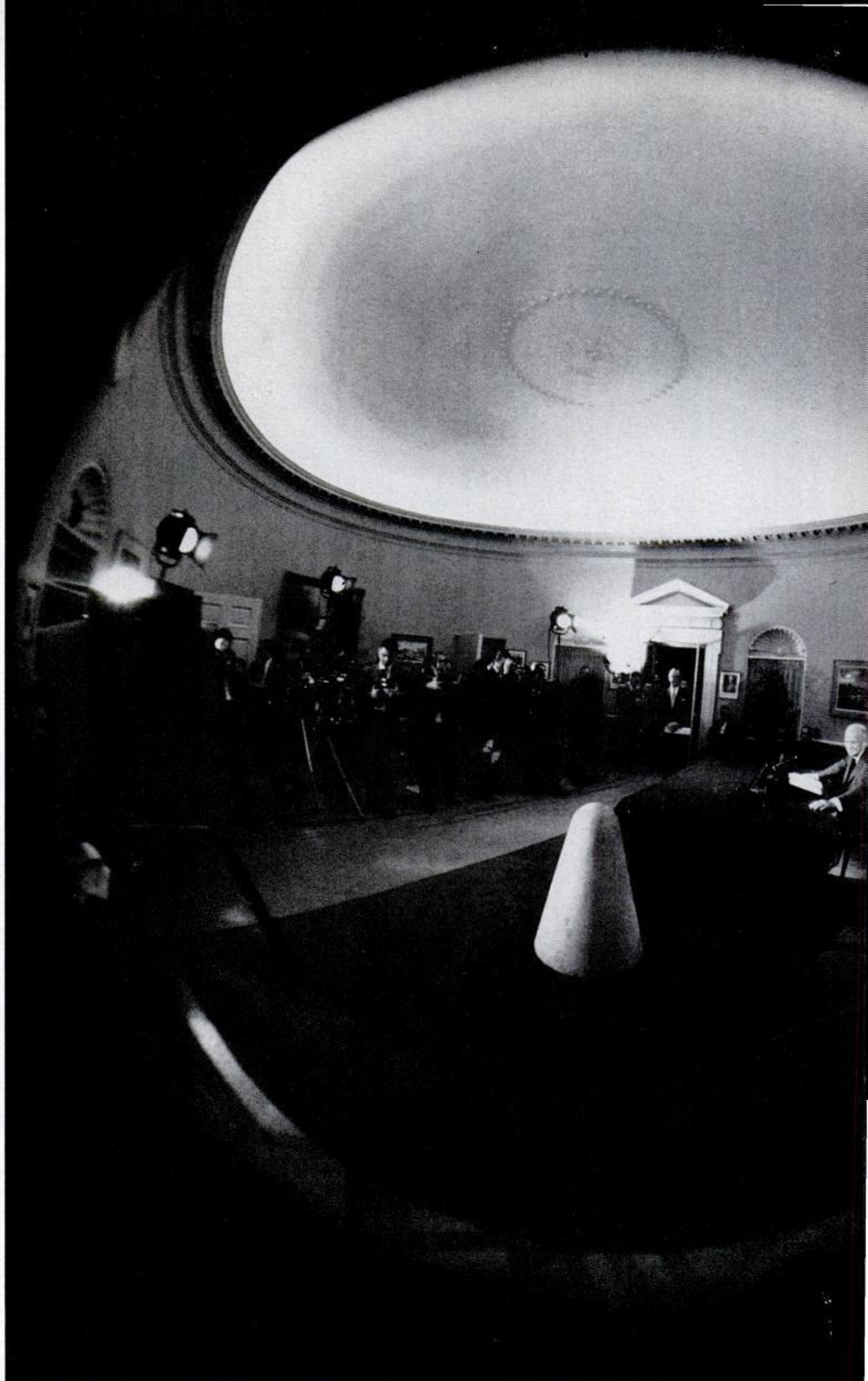


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RECOVERING NOSE CONE, which re-entered atmosphere at 14 times speed of sound, Navy crew nears its float (*top*), hauls it in with parachute still attached. It was displayed at White House (*right*).



IN PHOTOGRAPH MADE BY WIDE-ANGLE CAMERA AS PRESIDENT SPOKE, JUPITER MISSILE'S NOSE CONE,

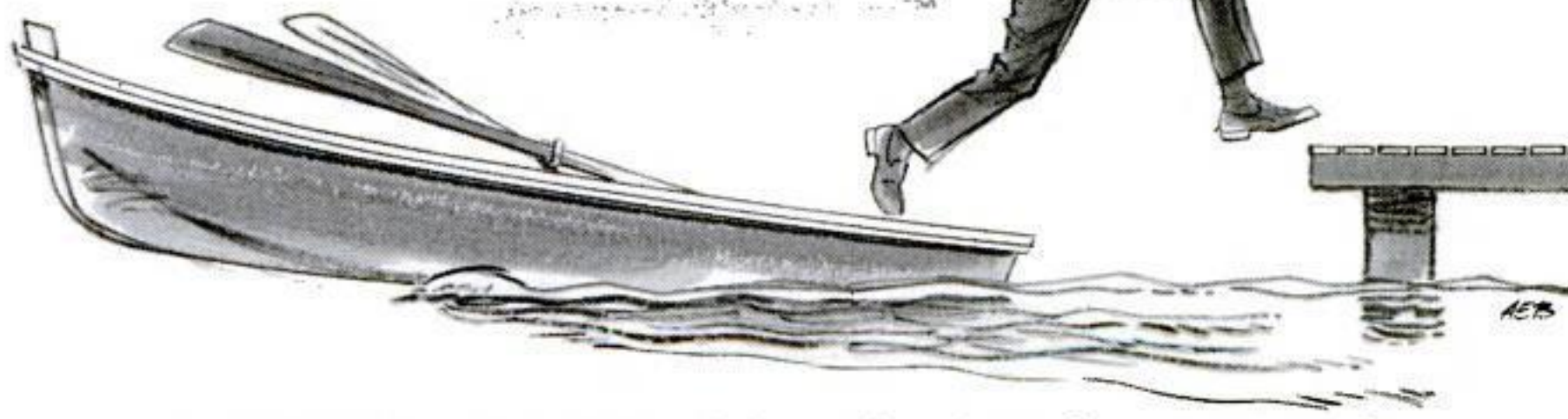


MOMENT IN HISTORY: PRESIDENT

On the same day the Russians hailed their military might in Red Square, some 60 million Americans gathered in living room and missile plant to hear President Eisenhower's sober assessment of the U.S. military posture. Some of them are shown here as they listened to the speech, delivered a week before the President originally planned it. It was a frank admission that the U.S. military development program was lagging and it included a firm pledge of action.

The President spoke some reassuring words: "As of today, the overall military strength of the free world is distinctly greater than that of Communist countries." He had one impressive exhibit: the nose cone of an Army Jupiter missile (largely the concept of Dr. Wernher von Braun, pp. 133-139) which had re-entered the atmosphere from outer space without burning up. This was a significant breakthrough in missile technology. Nevertheless, the President said, "It is entirely possible that in the

← COLUMBIA UNIVERSITY PHYSICS STUDENTS GIVE TALK SOLEMN ATTENTION



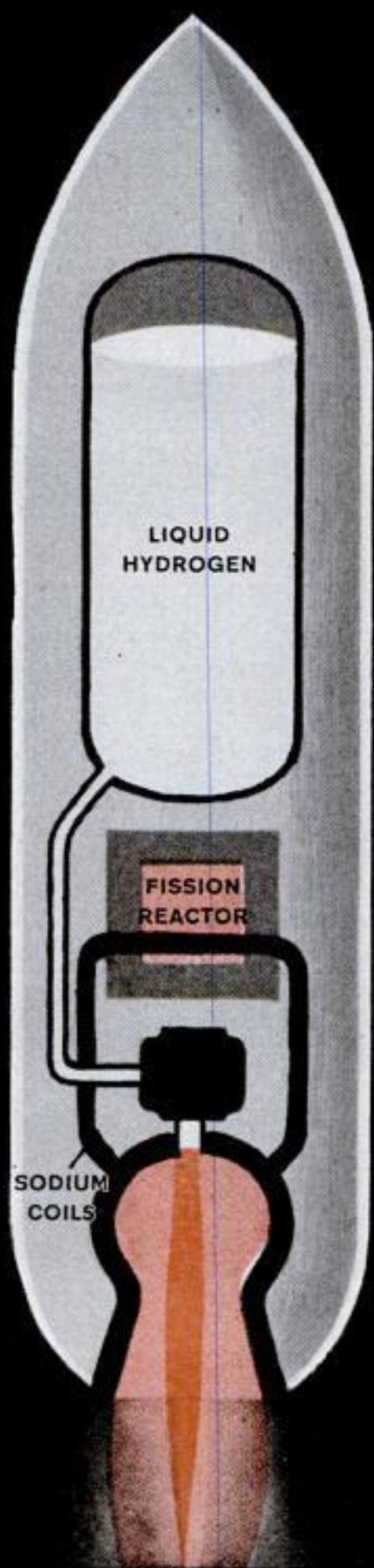
PRINCIPLE BEHIND THRUST, which propels rocket, is that action in one direction (as man's leap from boat) will cause opposite reaction (boat jumps ahead).

PRINCIPLE BEHIND ORBITING, which keeps satellite up, is same as that which keeps water in this bucket. Swung rapidly, its centrifugal force equalizes gravity, keeps water from falling out.

PRINCIPLE BEHIND FRICTION, which could burn returning rocket, is that when object slows on contact with another medium, its energy becomes heat. Man sliding on rope burns hands.



FISSION POWER



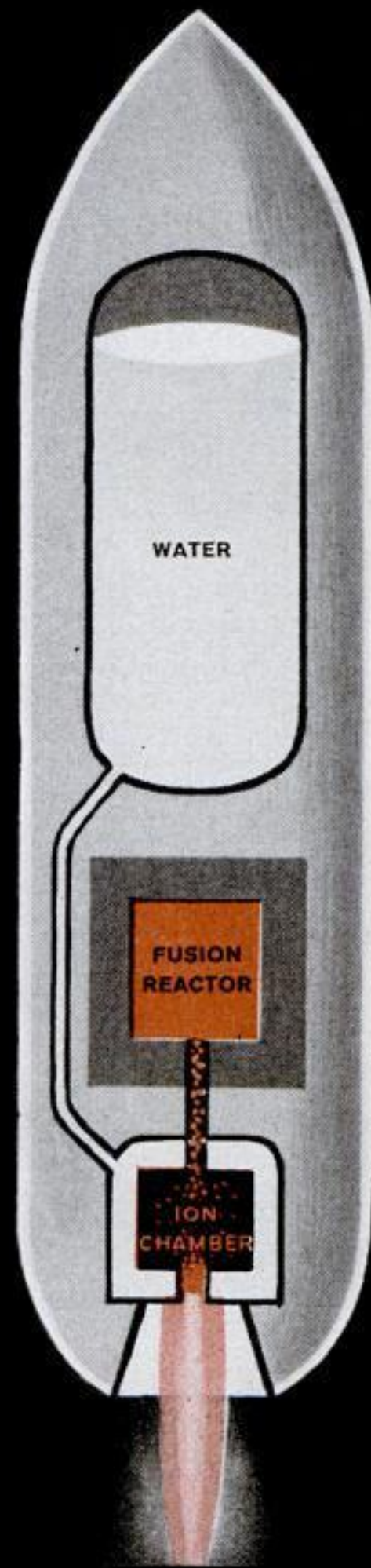
SPECIFIC THRUST: 450

ADVANTAGES: REQUIRES ONLY SMALL URANIUM FUEL SUPPLY; PROVIDES EXTREMELY LONG FLIGHTS.

DISADVANTAGES: GREAT WEIGHT, COMPLEX DESIGN; RADIATION A HAZARD; LAUNCHING REQUIRES OTHER FUELS.

AVAILABLE: WITHIN FIVE YEARS

FUSION POWER



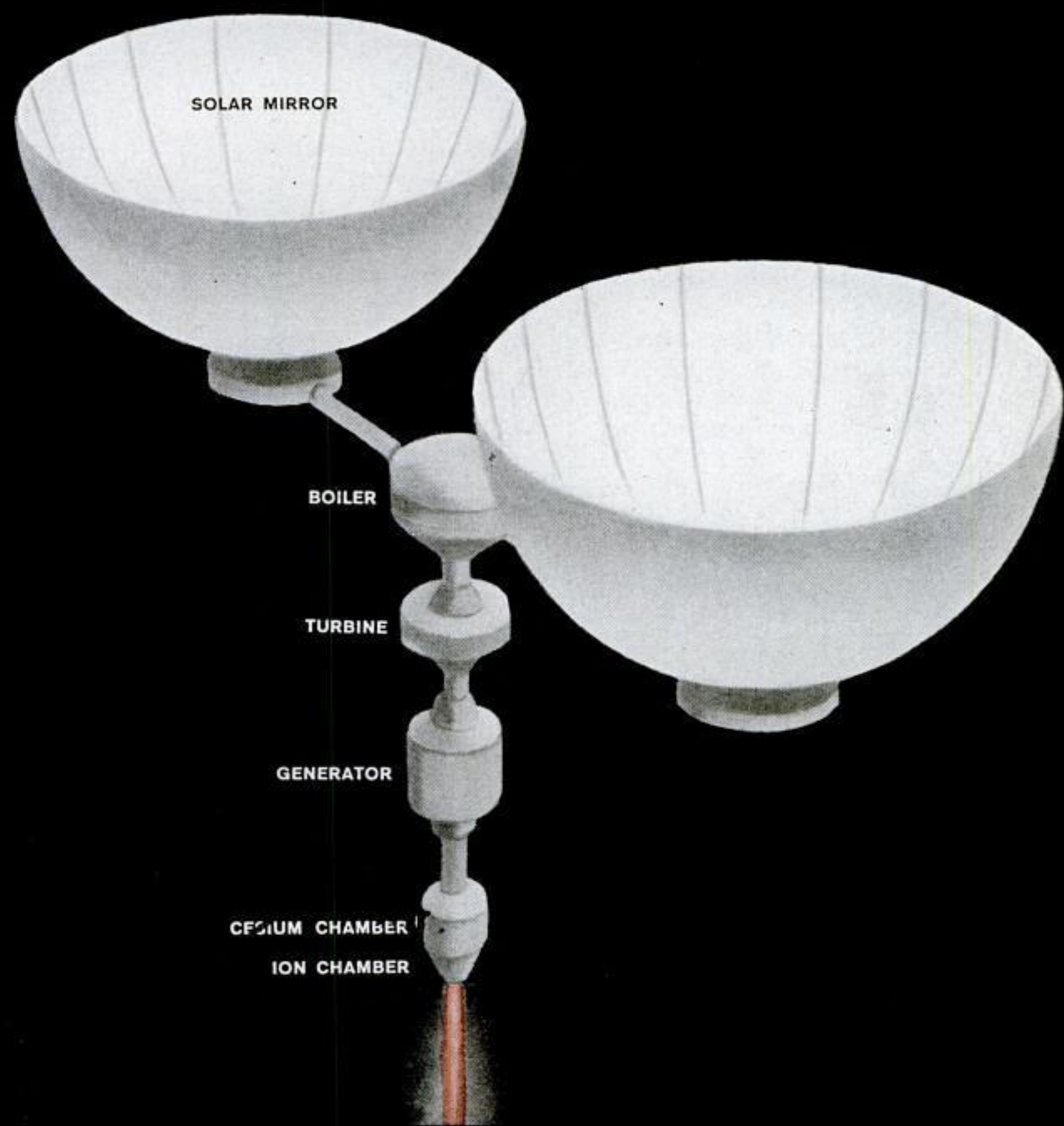
SPECIFIC THRUST: ABOVE 900

ADVANTAGES: PROVIDES ALMOST LIMITLESS FLIGHT; REQUIRES ONLY SMALL HYDROGEN FUEL SUPPLY.

DISADVANTAGES: ENGINEERING IS COMPLEX; SYSTEM DETERIORATES FROM HIGH HEAT; REQUIRES EXTREMELY PRECISE CONTROLS.

AVAILABLE: FIVE TO 20 YEARS

SOLAR POWER



SPECIFIC THRUST: 160

ADVANTAGES: ONE OF BEST SYSTEMS FOR LENGTHY SPACE TRIPS (AS TO MARS) BECAUSE POWER SUPPLY IS VIRTUALLY INEXHAUSTIBLE. SYSTEM DOES NOT REQUIRE GREAT STRUCTURAL STRENGTH SO VEHICLE COULD BE MADE OF LIGHT METALS, HAVE ANY SIZE, MANY SHAPES.

DISADVANTAGES: BECAUSE POWER PLANT CANNOT LIFT IT TO OUTER SPACE, SYSTEM MUST BE ASSEMBLED IN SPACE; USE IS LIMITED TO OUTER SPACE FLIGHT; WOULD PROBABLY NOT BE GOOD FOR TRIPS OUTSIDE SOLAR SYSTEM, FAR FROM SUN.

AVAILABLE: TEN TO 25 YEARS

In fission rocket, liquid sodium is heated by a nuclear reactor and circulated through coils around combustion chamber, heating it to 3,000° C. Liquid hydrogen is pumped into chamber, vaporizes to form jet. Because rocket becomes radioactive, other fuel would have to get it off the ground.

In fusion rocket, nuclear reactor produces small, extremely high speed, electrically charged particles called ions which go into chamber. Water pumped into chamber vaporizes and collects on chamber sides. There it repels charged ions, "squeezing" them out into a narrow, immensely powerful jet exhaust.

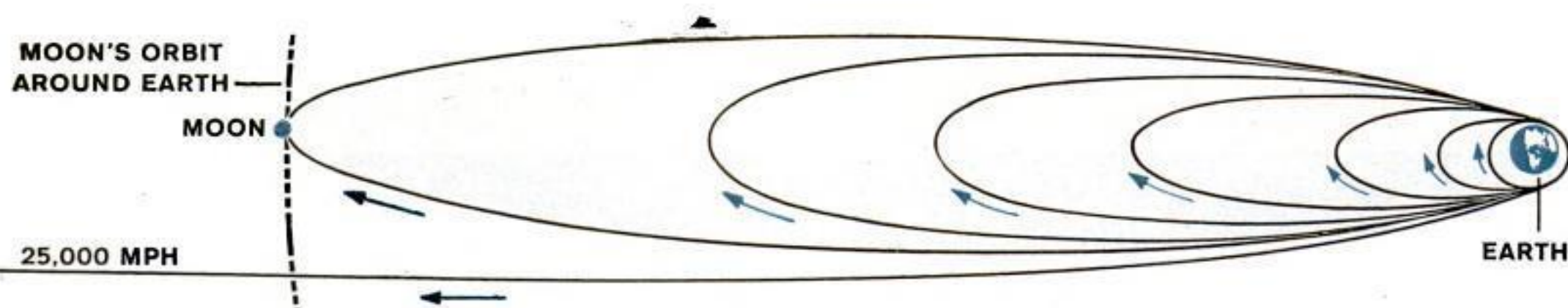
In solar rocket, bowl-shaped mirrors focus sun's rays on water boiler, producing steam that operates turbine for powering generator which transforms steam into electricity. Electricity breaks down cesium into jet of cesium ions which propel rocket. Jet need not be strong for, in rarefied space, rocket needs little thrust. Two other propellants of far future would be propulsion in space by the faint thrust of light waves (photon propulsion), which Russians are reportedly working with, and free radical propulsion for getting up to space, which U.S. is developing. Free radicals are particularly unstable atomic fragments which give the greatest thrust of all.

HOW TO NAVIGATE AROUND THE MOON AND BEYOND

Once he has propelled himself into space with his powerful rocket fuels, man must learn a whole new art of navigation. His problem is like that of a mariner who has to adjust his course to ocean currents, sometimes fighting, sometimes using them. In space a navigator has to adjust to the ever-present gravitational pulls of earth, sun and moon, and calculate the motions of these bodies through the heavens.

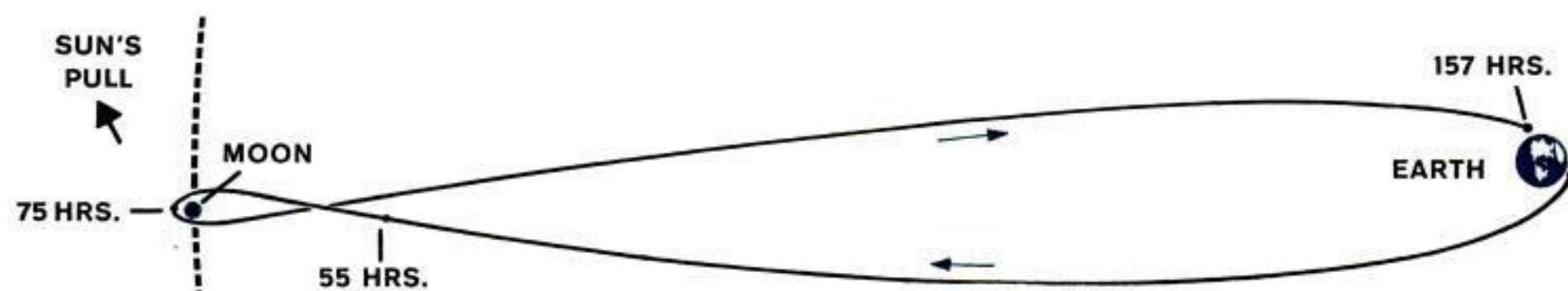
The first drawing below (adapted from *Scientific American*) illustrates the basic effect of the earth's pull on a navigator's ship. It shows, in a hypothetical case ignoring the actual pull

of sun and moon, that rockets with enough power to go into an orbit around the earth follow elliptical paths—either almost circular like Sputniks or more elongated. But no matter how far the orbiting rocket is able to surge out into space, earth's gravity will pull it back again along the elliptical orbit, unless it either reaches "escape velocity," 25,000 mph, or makes use of navigational "tricks." Two tricks are shown in the second and third drawings, in which the navigator has arranged his flight to make use of the pull of sun and moon to follow his chosen routes—to the moon and beyond.



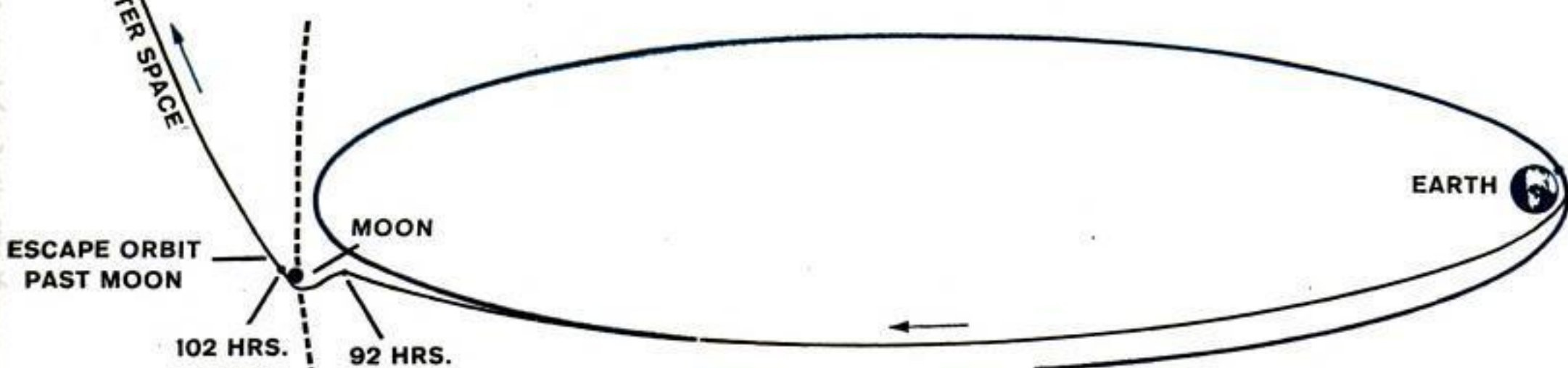
WITH EARTH'S PULL ALONE rockets would take courses shown in this theoretical drawing which ignores gravitational pull of moon and sun. Rockets in orbits around earth always follow varied ellipses

depending on speed and direction from earth. Once in orbit they retrace path repeatedly. But with thrust sufficient to give velocity of 25,000 mph, rocket could leave ellipse and escape into outer space.



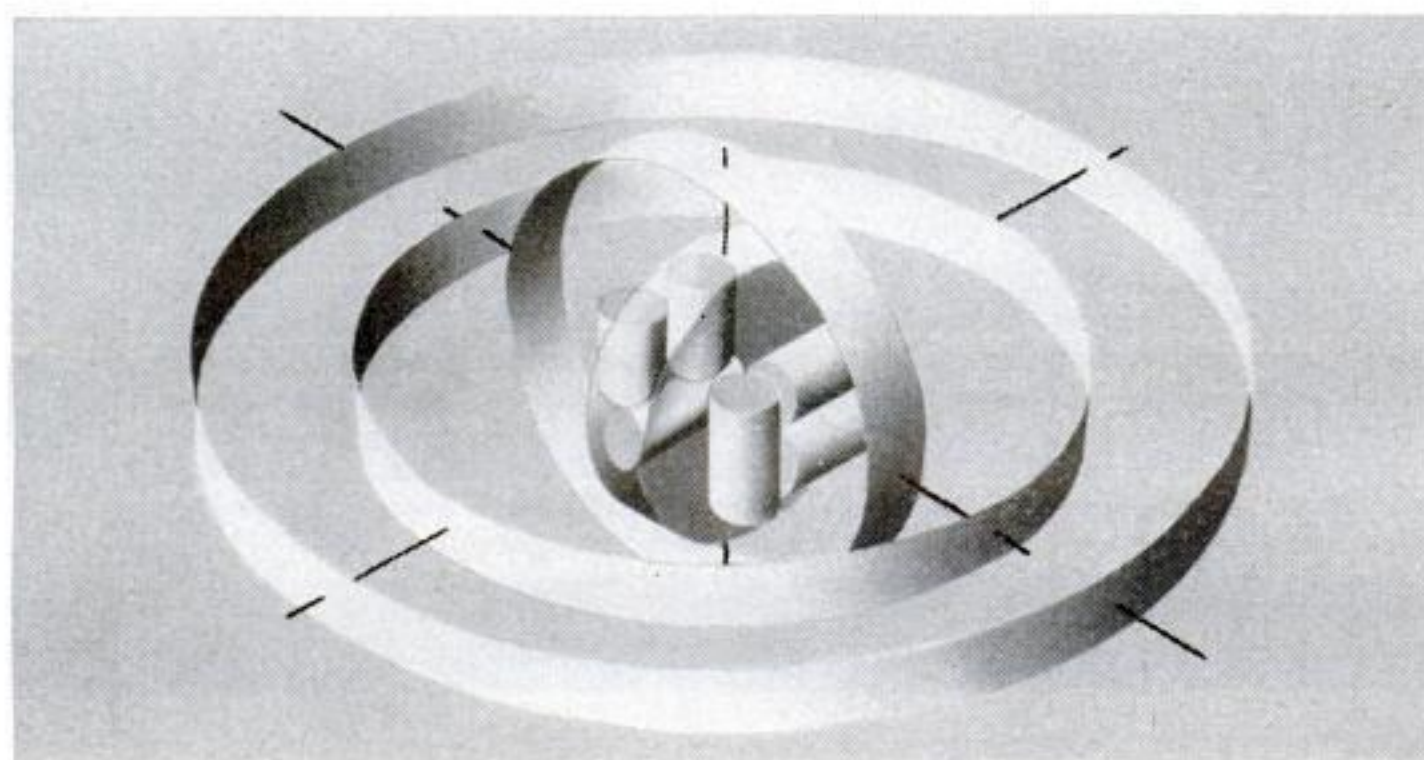
USING MOON AND SUN PULL, rocket can loop close around moon. When 75 hours from earth, rocket is 1,261 miles from moon. Gravity pulls rocket close to moon. Rocket's centrifugal force carries

it around the moon for about 50 hours. But sun's comparatively weak gravity balances moon's enough to keep rocket from falling into moon. Then earth's pull brings rocket back home after 157-hour trip.



GOING OUT INTO SPACE can be done by using moon's gravity to supplement rocket's thrust. Rocket going 23,800 mph heads for moon, at 92 hours is diverted from orbit by moon's pull. Moon's gravi-

tational force, in pulling rocket, increases its speed. At 102 hours rocket is 2,000 miles from moon, but its velocity has increased to 25,000 mph and it escapes moon's and earth's pull to speed into space.

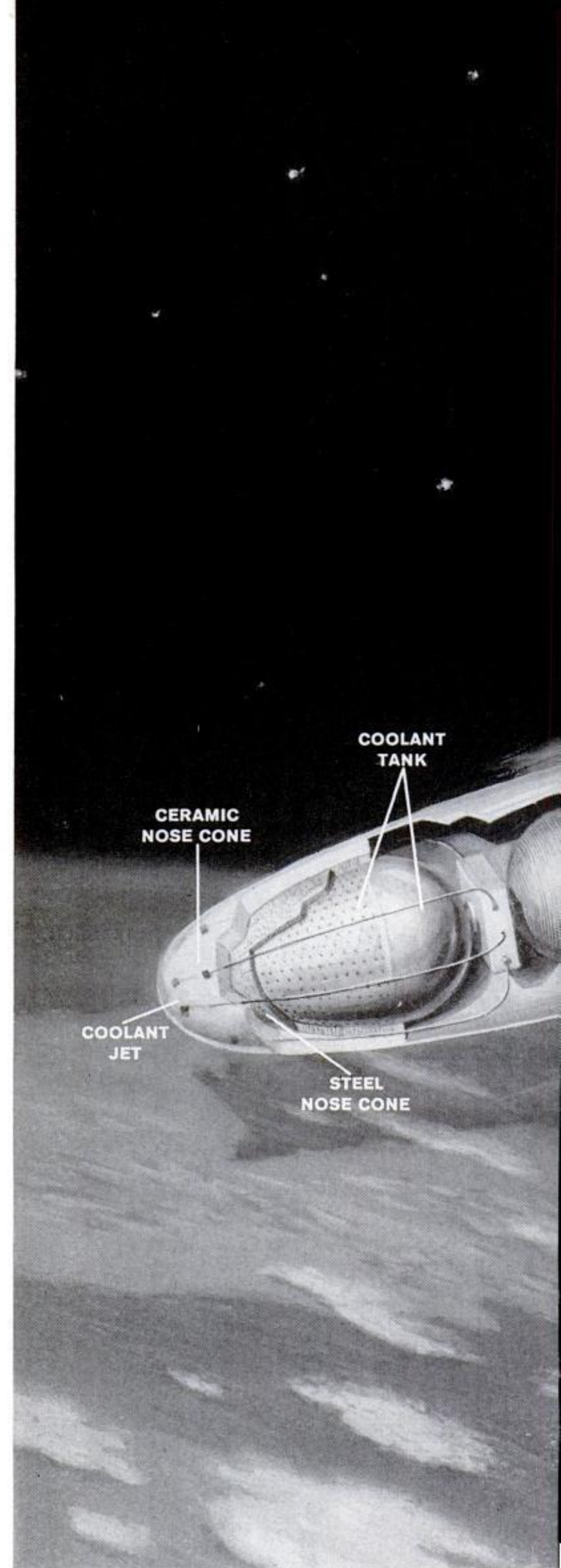


GUIDANCE SYSTEM consists of gyroscopes and accelerometers in metal tins. These are set in center of hoops that adjust to all changes in rocket's position so as to keep instruments from changing the position in which they were set at flight's start. Gyros maintain constant relationship to original fixed point despite rocket direction changes; accelerometers take into account earth's gravity and rocket's acceleration. Hooked to rocket's instruments, they keep craft on course.

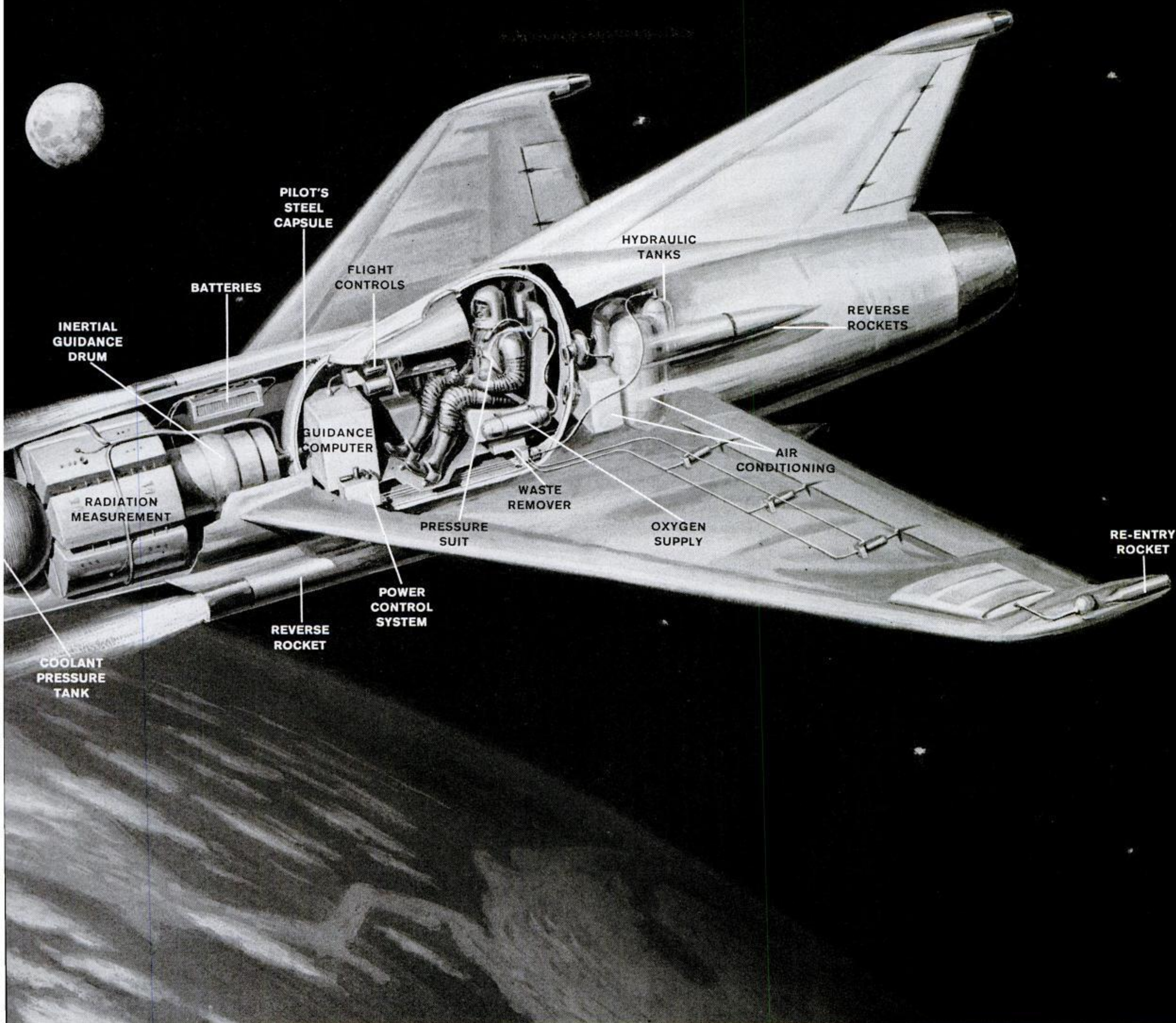
ONCE IN SPACE: PROBLEMS OF

Space flight will subject a man to utterly bewildering and often dangerous experiences. Without special instruments he would not know where he is, for space has no latitude or longitude to help him figure his position nor any recognizable point of reference. His craft will have to carry a new type of guidance machinery, one form of which is shown in a diagram at left, and enclosed in a drum in the craft above. Before the craft leaves the ground, these instruments are set so that, no matter what forces may affect the rocket in space, it will adjust to keep on course.

But a man in space needs to adapt to other factors every bit as strange as the lack of orientation, and his craft must cushion him from many shocks. Such a craft is shown above. Going up and coming down, the speed of travel in the dense atmosphere of earth creates heat friction so great that the craft would burn up without a cooling system. The rocket is equipped with coolant which spurts from storage and pressure tanks when sensitive gauges in the rocket nose register a great rise in temperature. The coolant sprays through holes in the inner steel nose cone into a cavity between the inner and outer nose shells of the craft. The actual



RETURNING FROM A FLIGHT IN SPACE, A PILOT



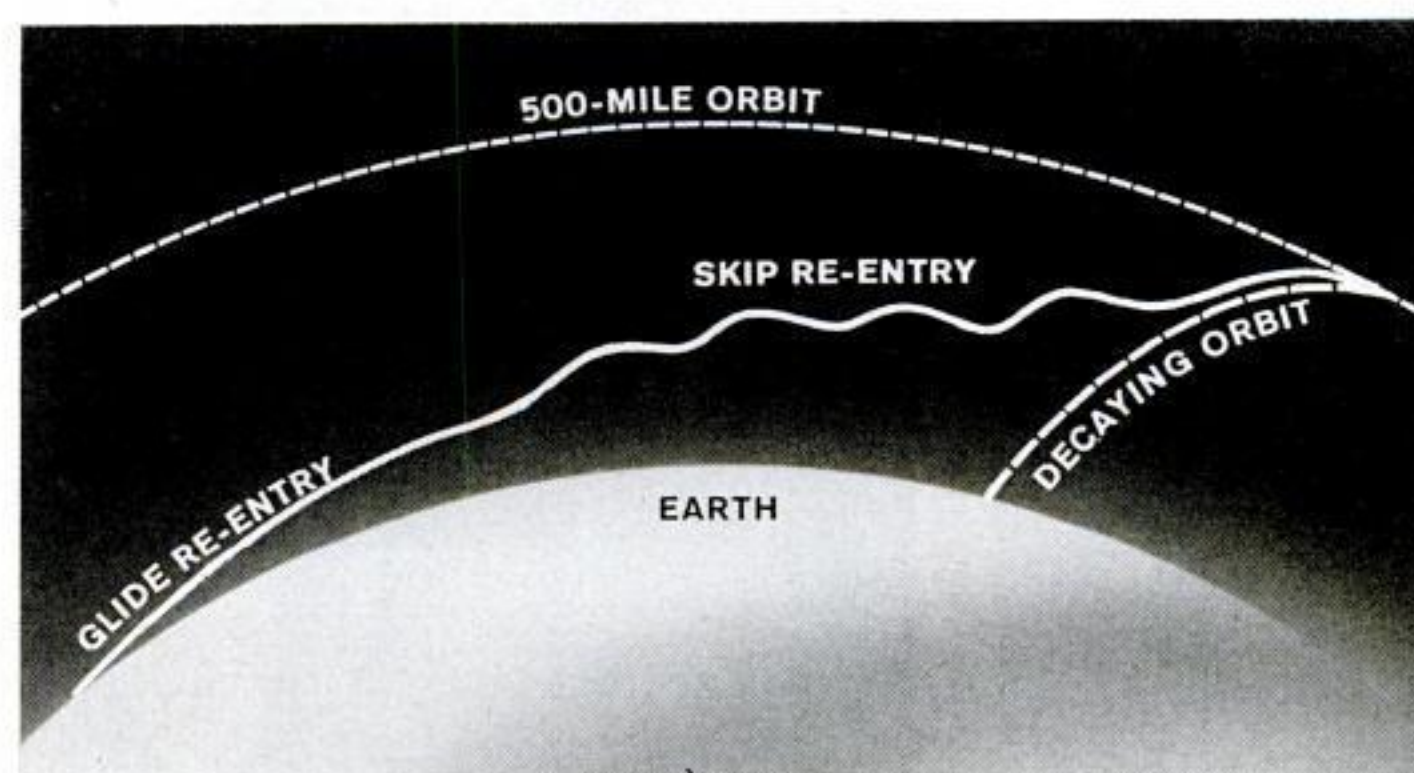
WATCHES THE GUIDANCE INSTRUMENTS WHICH OPERATE ROCKET CRAFT FOR HIM. CRAFT GOT ITS INITIAL BOOST FROM BIG ROCKETS WHICH DROPPED AWAY

ORBITING, GUIDING AND RETURN

nose could be of porous ceramic that would sweat away the heat. The flier gets additional cooling from an air conditioner powered by batteries.

Once in space, where the temperature is near absolute zero, the man will be kept warm by the conditioner. The lack of pressure in space would vaporize the man's blood, but his cabin and suit are pressurized to prevent this. If his rocket craft spun like Sputnik, all his blood would rush to his extremities. But the craft's small wing-tip rockets help prevent spin. In flight he will be able to look out a window, which will have a movable shade to keep out the blinding sun's rays in the earth's upper atmosphere. Nothing can be done to keep him from floating eerily in his cabin, for when the craft is orbiting in space it has no weight. So he must be strapped to his seat. Nor can he be protected from cosmic rays; the effect of these is not known, but radiation instruments in the craft study them.

Since the guidance system keeps the craft on course by controlling the wing rockets, the man has nothing to do, except observe the craft's behavior, during the flight until the trip is nearly over. Then, nearing earth, he operates standard instruments to land, as is shown at right.



GETTING BACK to earth is done by procedure shown above. Flying in a 500-mile-high orbit at 18,000 mph, pilot brakes ship by using its reverse rockets and starts into a "decaying orbit." If he continues in it, speed will be so great that the craft would burn. But spurts from the wing rockets enable him to bounce on the heavy atmosphere and come down in a series of skips, gliding to a landing. Actually, he would have to orbit three times around earth to make this landing.

MAN WHO WILL GUIDE U.S. MILITARY SCIENCE

This is the American charged with the heaviest responsibility in the technological race with Russia—Dr. James R. Killian Jr., 53, president of M.I.T. since 1949. A superexpediter, he is responsible directly to the President. He and a group of the best U.S. scientists will study the missile and other military programs, advise on priorities and help iron out interservice rivalries. He is also expected by his countrymen to make sure that penny wisdom and pound foolishness—*e.g.*, restricted overtime—do not cripple urgent projects. No research scientist himself, Dr. Killian is a uniquely able science administrator. In recent years he has been spending two days a week in Washington as a government adviser. Long concerned with the need for the U.S. to speed scientific advancement, Dr. Killian two years ago called for "a sense of urgency without despair."



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A PROPOSAL FOR A 'GIANT STEP'

The two most powerful men in the world boasted at each other last week. Khrushchev brandished his Sputniks, his ICBM, his threats of death to capitalism. President Eisenhower replied with a sober recital of our own might and some encouraging news of his resolve to recapture technological leadership. Since there may be a war, Americans will back every step the President has proposed to mobilize our full might, and demand more.

But there may not be a war. Khrushchev says he would rather "compete" with capitalism. If so, our bloodless struggle with Communism will prove the decisive one.

The conqueror of outer space now tells his ragged subjects that their terrestrial standard of living will also surpass ours in 15 years. The Sputniks give this old Communist swindle a new lease of plausibility.

The President challenged Khrushchev to match his leap into space with a "giant step toward peace." But can the U.S., while maintaining its military preparedness, take a giant step toward victory in the bloodless struggle? Congress will soon be voting all the money we can use for missiles, research and other forms of security. The presidential leadership everyone is clamoring for can have an easy triumph on that front. But the kind of leadership the bloodless contest calls for is not that simple.

This more difficult form of leadership is needed in a number of areas, for example in the settlement of cancerous disputes such as the Arab-Israeli conflict, through the development of international law. And it is needed in the broad field of economics. The American contribution to world economic development can only be in terms of the institution Americans know best: *i.e.*, the free enterprise system. We suggest that this system, which some regard as a golden goose in the American barnyard, is instead a first-class political weapon of intercontinental range. We propose that this weapon be employed in the following drastic manner: *that the U.S. declare its traditional protectionism at an end*, open its shores to the free-enterprisers of all nations and embark on a new policy of free trade. The purpose is to strengthen our alliances and set new standards of world prosperity to which Communism can never aspire.

When the Eisenhower administration came to office, it faced an extraordinary opportunity. This was to combine, in a new foreign economic policy, the long-frustrated Republican faith in free enterprise with the rusting Democratic machinery of internationalism. The time was ripe:

- ▶ World trade was shackled by war-born nationalist controls which only the U.S. was powerful enough to loosen.
- ▶ The U.S. economy, cradled in a century of protectionism, had become so huge and strong that it must now look to an expanding world market for its own continued expansion.
- ▶ U.S. strategy had become one of alliances in which the economic health of our allies was a condition of their reliability.
- ▶ The underdeveloped countries, hell-bent on rapid industrialization, needed not only our capital and brains, but links with a sound world-trading system to reduce the appeal of the Communist short cut. A world market for free enterprise was needed more than ever before.

But instead of underwriting this need and market with a bold new policy, the Eisenhower administration adopted delaying tactics. It took up the old Reciprocal Trade Agreements program and copied the Roosevelt-Truman policy of keeping Congress satisfied by ample loopholes for anyone seriously affected.

This venerable act has the important merit of relieving Congress of the fatal power of setting particular tariff rates. It thus serves the national interest in the same sense that a

closing hour limits drunkenness in saloons. But each year the closing hour has been getting later. And when RTA comes up for renewal again next year, the congressional fight for more crippling amendments will be the bitterest yet.

Last year Iceland almost kicked out our NATO base because we would not buy its groundfish; had the President not overruled the Tariff Commission, Iceland would now be dependent on Russia for practically all its fish exports instead of only 28% (it used to be zero). Uruguay can't sell us more wool tops than our domestic sheepmen want her to; as a result, Uruguay now does 10% or 12% of her trade with Communists, and the Soviet embassy in Montevideo is the most active in this hemisphere. The President only last week had to decide whether to overrule, in the national interest, a Tariff Commission finding that imports of wooden clothespins (mainly from Japan) should be limited by a quota. He did overrule but then hedged by raising the import duty 10¢ a gross.

These are the sort of petty grabs and hairbreadth escapes on which our foreign economic policy rests. Small wonder so many foreign businessmen mistrust it. The White House has tried, within the limits of friendly Republican compromise, to keep U.S. trade policy pointed in a liberal direction. Unfortunately its fight now is 100% defensive.

Our allies, in despair of U.S. leadership, are taking the future of free enterprise into their own hands. The Common Market and Free Trade Area agreed on in this year's Rome treaties can make Europe as prosperous as the U.S. But only if we hold our own trade policies in a broadly liberal direction can we keep Europe's on the same track, and assure a benign outcome of this hopeful experiment.

Fortunately the free world has been enjoying a long boom, sparked largely by free enterprise. But this boom now threatens to dwindle before it has even begun to satisfy the world's unfilled need for trade and investment. Nor has the U.S., the supposed headquarters of free enterprise, done nearly what it should to stimulate this boom toward its incredibly greater potential. A defensive U.S. trade policy represents a failure of leadership. The challenge to us now is to take a giant step and put our trade policy on the offensive. For that, the time is riper than ever.

This step is to adopt the policy of complete free trade. We should declare it toward all countries willing to accept certain minimum standards under which free enterprise can work. The U.S. gains from such a deal would be immense, the costs small.

Defense? Let the Pentagon name the items it cannot trust to free trade and subsidize their domestic production openly instead of by tariff. Readjustment? Not more than 100,000 U.S. jobholders are vitally dependent on tariff protection; they could easily be assisted in their transition to new ones. Sentiment? Americanism? We are here proposing a new sentiment, a new Americanism, which sees its interest as identical with that of all free people who want the enormously higher living standards that will accompany a fuller international division of labor.

This is the kind of drastic proposal that is probably not in the commonsensical Eisenhower style. It is rather in the inspired style of Woodrow Wilson at his lonely typewriter, or Churchill in 1940 offering to merge England and France. We suggest, however, that common sense and routine hard work alone may not be equal to this occasion. Those admirable qualities, of which the Eisenhower administration has a complete set, can prepare us adequately for war; and in a pinch, no doubt, for compromise with the enemy. Wanting no part of war and even less of compromise, we suggest to the President that only bold measures will save us from both.

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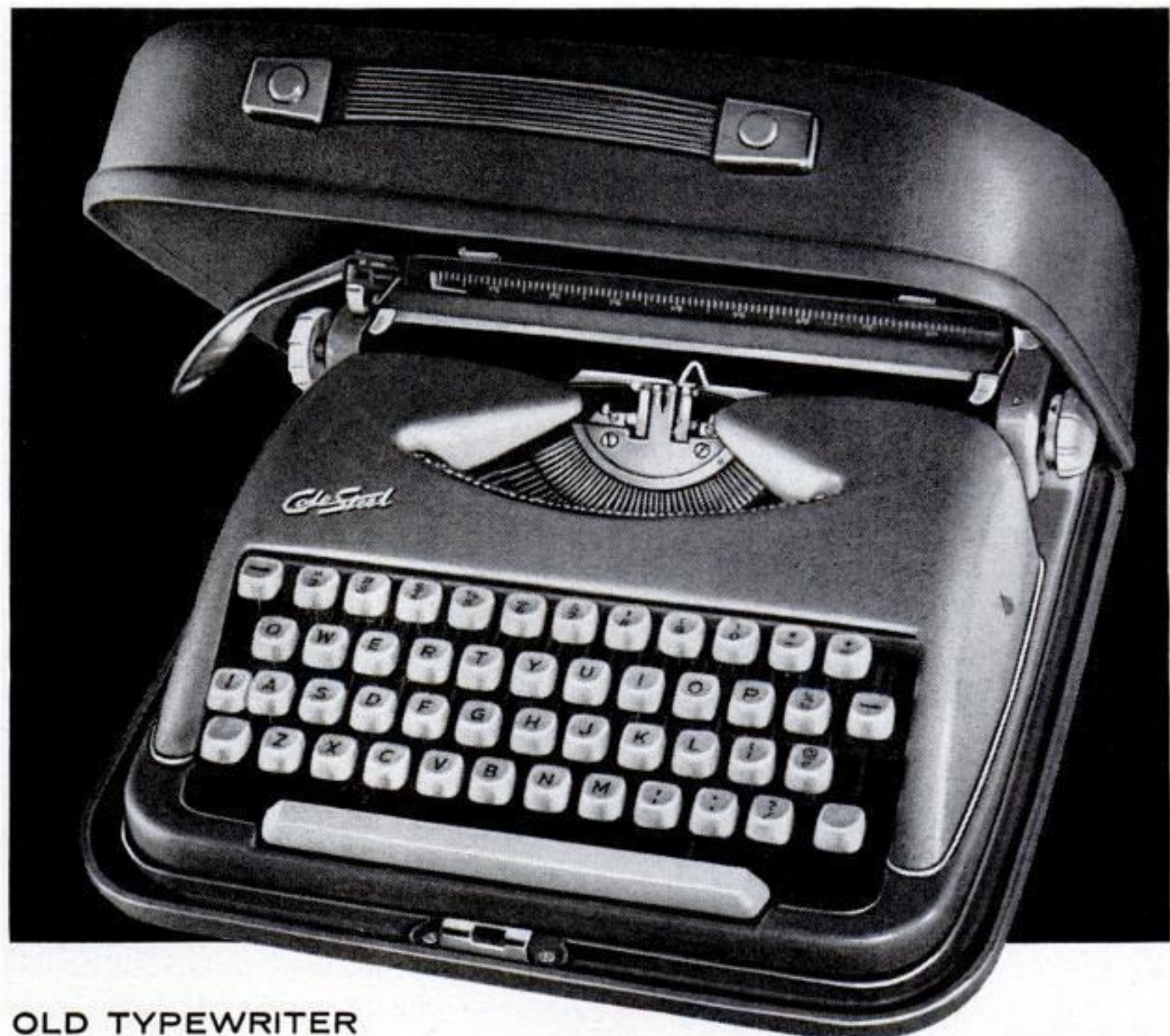
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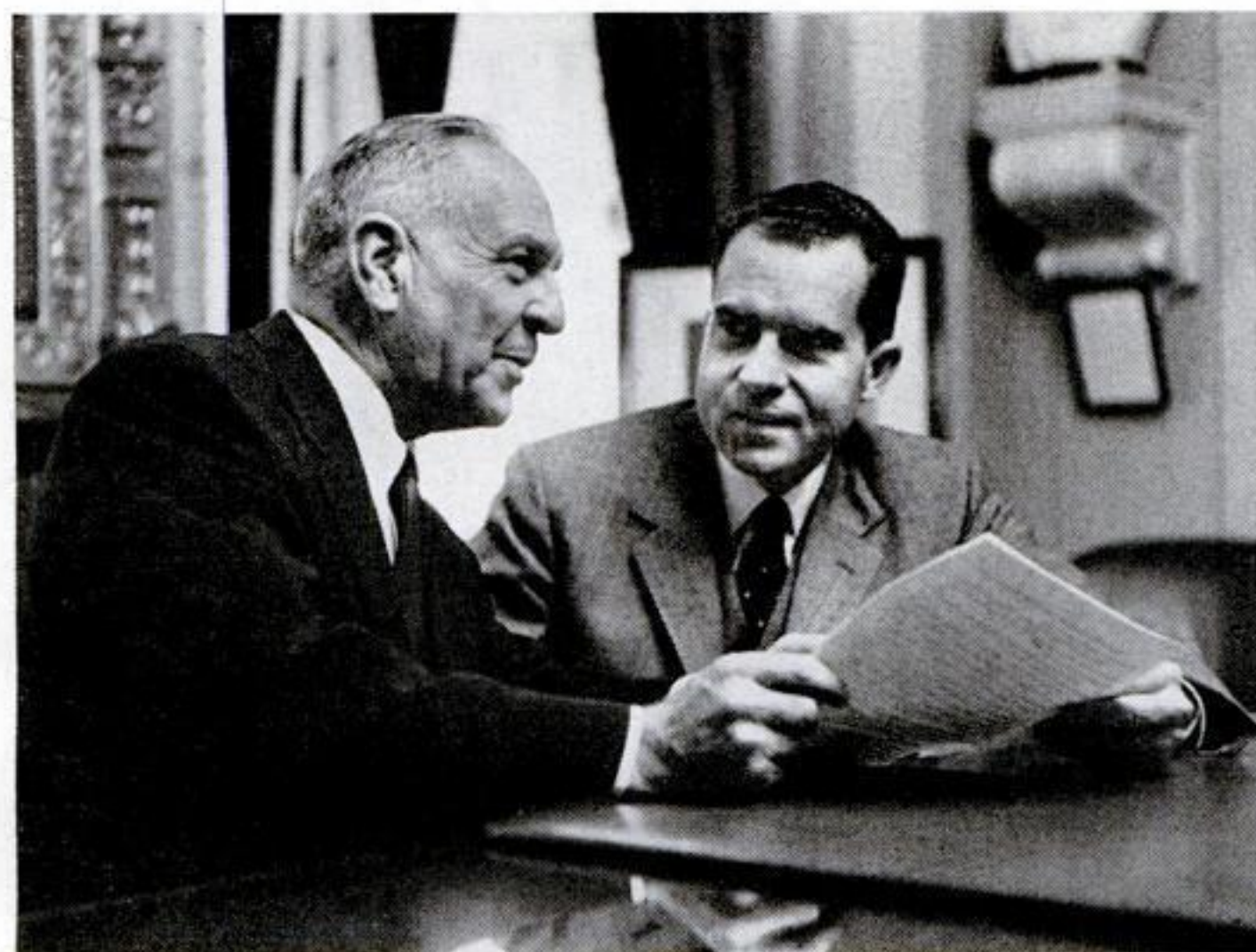
COLE STEEL OFFICE MACHINES, INC. • Affiliate of Cole Steel Equipment Co., Inc. • 415 Madison Avenue • New York 17, N. Y.

A LOOK AT THE WORLD'S WEEK



PARTY FOR NEW FRENCH PREMIER

At a Paris restaurant Felix Gaillard and his wife (at his right) enjoyed a double celebration. He had just become French premier, the 24th since World War II, ending France's 36-day governmentless crisis. He had also reached his 38th birthday and was given a cake in shape of the National Assembly's building. Reflected in the mirror (extreme right) is his predecessor, Maurice Bourgès-Maunoury, who is the new minister of interior.



'GOODIE' KNIGHT'S BOW TO HARMONY

Looking happier than he felt, California's Governor Goodwin Knight sat with the Vice President in Nixon's office. To avoid a race that, he said, "would split the party," he was pulling out of the 1958 California Republican gubernatorial primary, leaving the field to Senator Knowland. He would run instead for the U.S. Senate. Credit for the switch went largely to Nixon, who has long been on the outs personally with Knight.

MEYNER'S AFTER BIG DEMOCRATIC WIN

In Trenton, New Jersey's Governor Robert Meyner and his wife Helen beamed after he won a second term by a landslide 200,000 votes, a margin that caused his party—and many Republicans too—to sense a Democratic trend. Enough Democrats were elected to win control of the state assembly, where this picture was made, for the first time in 20 years. Meyner won despite Administration help for his opponent, Malcolm Forbes.

CONTINUED





BIG BROADWAY WASHOUT

Gushing up from a broken main, a torrent of water poured through Manhattan's Fortieth Street onto Broadway. Five other mains, probably jarred by construction work, burst. Subways were flooded, 300,000 were stranded and traffic caught in one of the city's worst snarls.

VICTORIOUS VIRGINIAN →

Virginia's governor-elect, J. Lindsay Almond Jr., segregationist candidate of Senator Harry Byrd's organization, lolled about his Richmond home after he had trounced a relatively moderate Republican. Almond termed his election a "mandate to stand firm" against integration.



INGRID'S ENDED IDYL

Tired and sad, Ingrid Bergman returned alone to her apartment in Rome. That day she and Roberto Rossellini had ended their celebrated seven-year marriage by getting a legal separation. Rossellini had left Rome, apparently to rejoin his latest love, Indian Sonali Das Gupta.



On this and the following pages

Cadillac

proudly presents

A NEW AMERICAN CLASSIC !

Seldom in Cadillac history has there been an announcement as significant as the message you are now reading.

For this is the announcement that introduces the magnificent new 1958 Cadillac—the finest and most advanced motor car ever to bear the celebrated Cadillac name.

Certainly, one glance at its extraordinary grace and symmetry will tell you instantly that this is motordom's masterpiece in styling.

Its new sweep and stature, its remarkable new rear fender design, its dazzling new grille and four-headlamp system, and its tasteful use of chrome and color . . . all mark it as a singularly beautiful and majestic automotive creation.

Surely, one look at its Fleetwood coachcrafting will convince you that this is motordom's masterpiece in spaciousness and luxury.

There are excitingly new fabrics and leathers . . . wondrous new beauty of appointments . . . a completely new instrument panel design . . . and a whole host of new passenger conveniences.

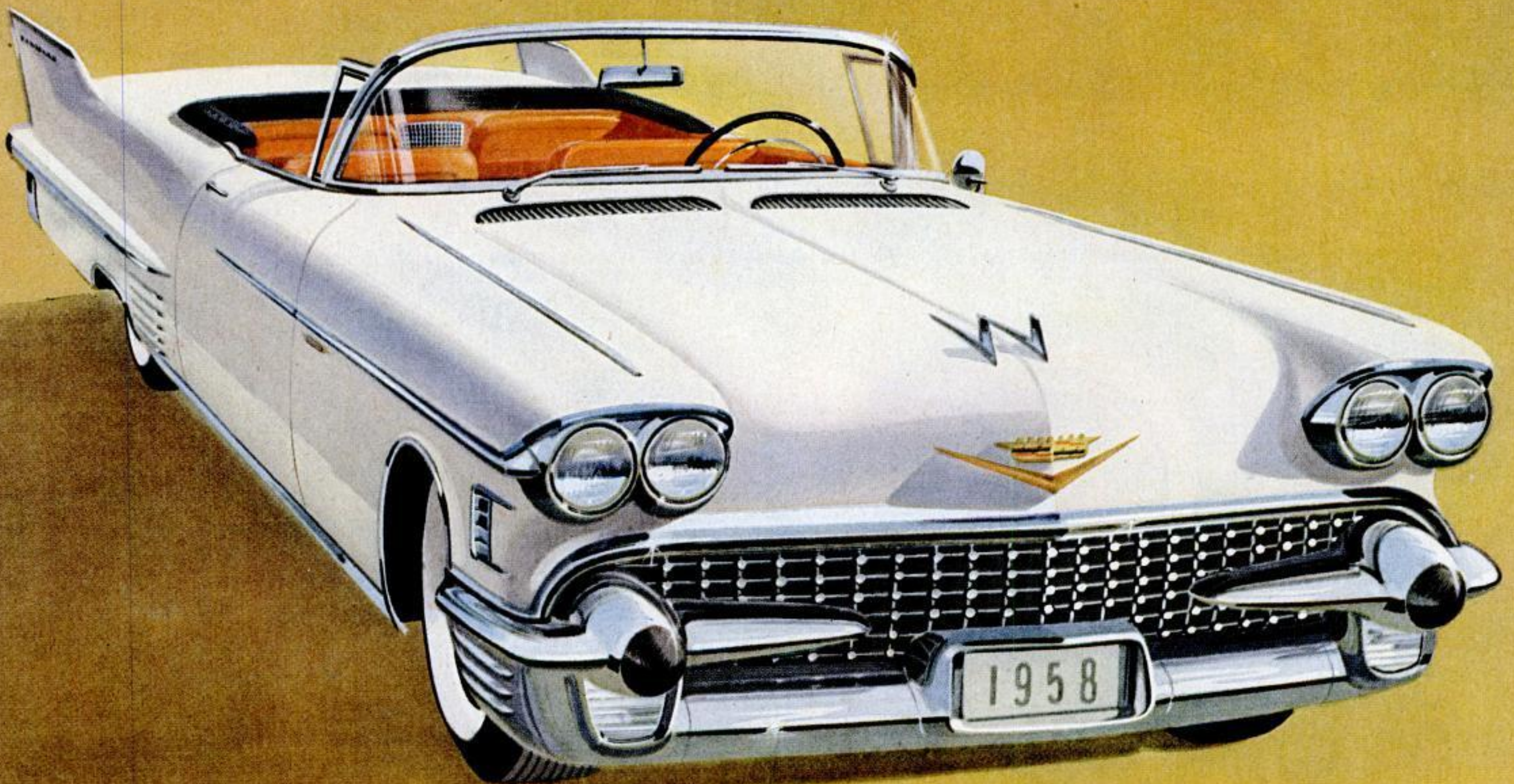
And, unquestionably, a single journey at the wheel will reveal why this is motordom's masterpiece in performance.

There is a spectacular new high-performance engine . . . marvelous new balance and ease of handling . . . an even smoother, more responsive transmission . . . and, as an option on every model, the marvel of Cadillac air suspension.

It's all new—it's all wonderful—and it's all waiting for you today in your authorized Cadillac dealer's showroom.

See and drive the 1958 Cadillac at your earliest convenience.

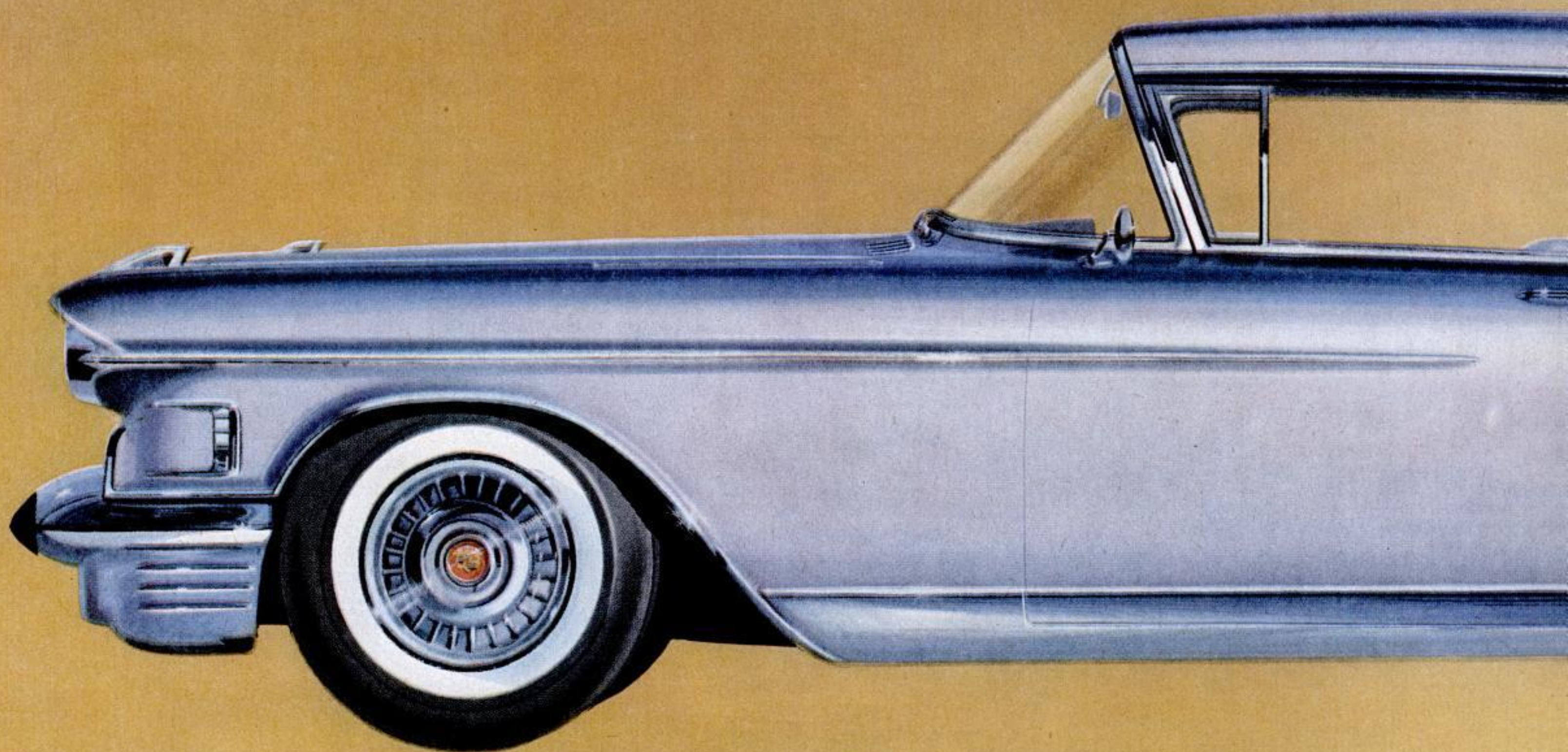
CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION





The Sedan de Ville

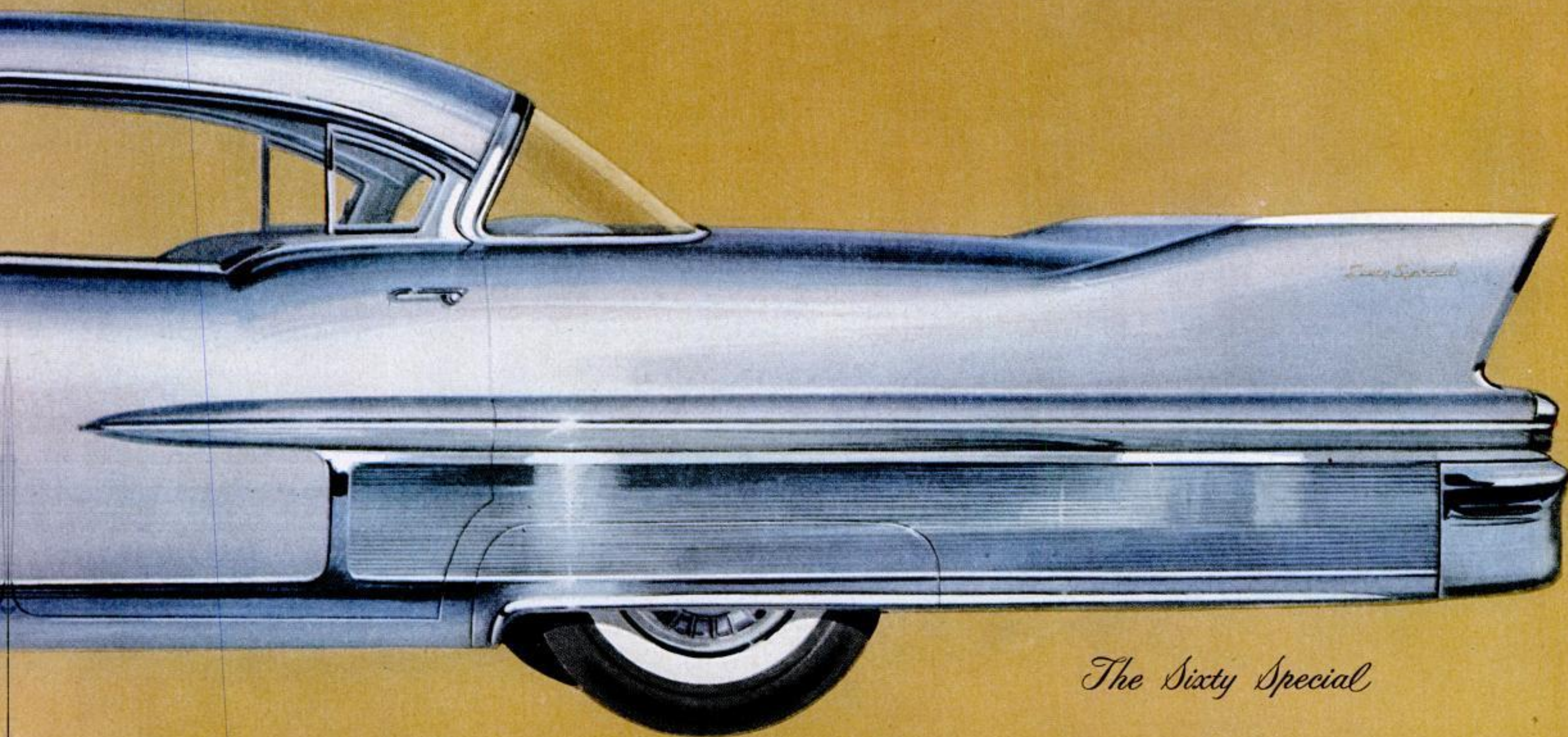
CADILLAC
...MOTOR DOM'S
FOR





The Eldorado Seville

ILLAC MASTERPIECE 1958!



The Sixty Special



for those who like it **HOTTER**

Snider's chili-pepper flavor gives food a bright new lift. It heightens your enjoyment but never bites your tongue. Whatever tastes good with catsup tastes better with **Snider's, the Hotter Catsup**

FLU REPORT: NOT TOO BAD YET, WORSE AHEAD



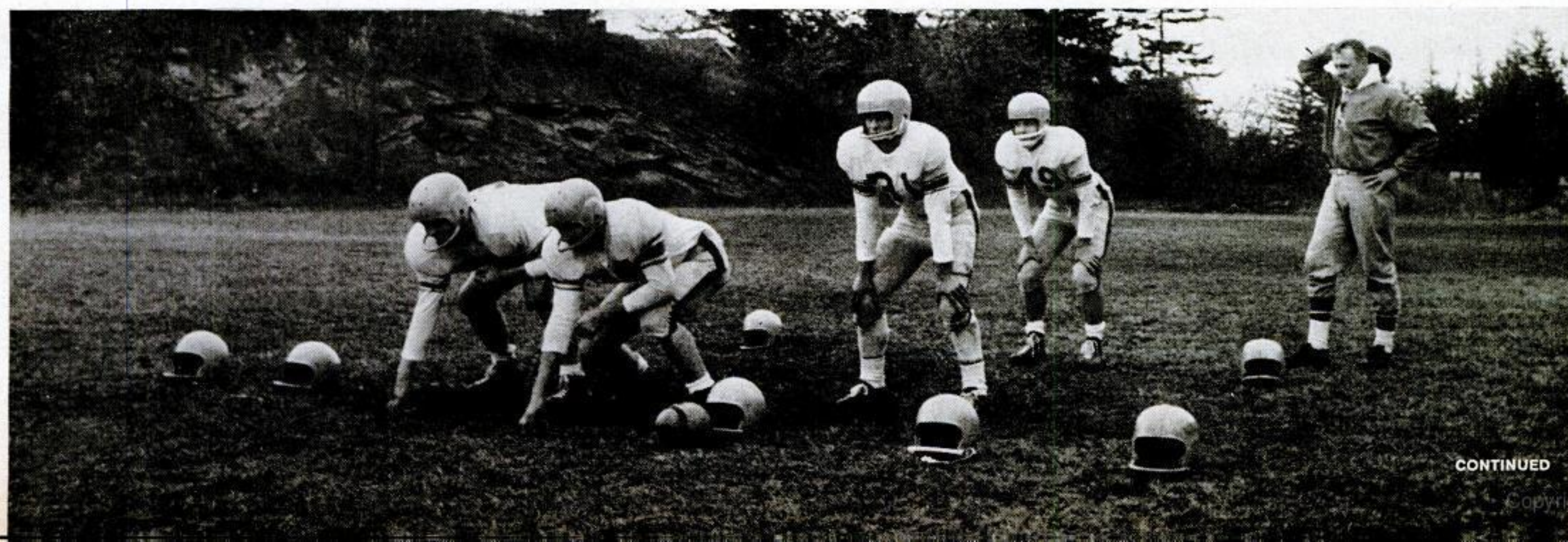
PREPARED FOR MORE FLU CASES, PROFESSOR CHARLES BOWMAN, ACTING HEALTH OFFICER AT U. OF ILLINOIS, CHECKS OVER 336 HOSPITAL COTS IN ICE RINK

The epidemic has spread faster than expected but remained mild—watch out for next few weeks though

Five months after Asian flu first hit the U.S., the Public Health Service took stock of its epidemic: how bad is it? The answer: serious, as predicted (LIFE, Sept. 2), but not alarming. By November six million Americans had had the flu but relatively mildly. Because some schools had opened early, the disease had spread sooner than anticipated. But, so far, no major city or industry had been crippled by absenteeism. There were light sidelights. When flu knocked out star football players, sport fans stopped betting and some football gamblers nearly went out of business. At one college, students held an Asian flu ball to honor sick classmates.

Surgeon General Leroy E. Burney warned that the epidemic will get worse in the next six weeks, then decrease. Health officers got ready to treat patients on a mass scale (*above*). The value of vaccine was proved in tests, yet some doctors did not recommend it, feeling that a mild case of flu gives longer immunity, especially among babies. But the American Academy of Pediatrics backed its use and Dr. Burney urged vaccination, recommending a twofold increase in the potency of each adult dose. Vaccine suppliers expected to have 60 million doses by Dec. 1, still not quite enough—or early enough—to supply the whole population.

HELMETS OF FLU-STRICKEN FOOTBALL PLAYERS LIE IN FORMATION AS REST OF WESTERN WASHINGTON COLLEGE TEAM POSES WITH COACH FOR SCHOOL PICTURE



CONTINUED

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*You can't just
wash away dandruff...*



Theradan medicates away dandruff and scalp itch ...with just 3 applications*



Not a shampoo that you wash right off, Bristol-Myers' new Theradan stays on long enough to remove the dead cells that cause dandruff and related itchy scalp.

Theradan is a medicine for dandruff. It's not a shampoo that you wash right off. It's not a weak "tonic" that you merely sprinkle on.

It's a new preparation that gets down where dandruff starts . . . and stays on long enough to remove the dead cells that cause dandruff . . . a half hour, an hour or overnight, if that's needed and convenient.

With just 3 applications, Theradan clears up even the worst dandruff and related itchy scalp! Easily! Quickly!

Why Theradan is different

Ordinary preparations only remove loose dandruff.

They can't penetrate the layer of dead cells that stick to the scalp and keep forming new dandruff flakes.

Theradan can. Theradan contains penetrating Sarrhionate. It acts *under* the surface, not just on top.

Gently, it removes the crust that keeps forming new dandruff. Thus, it leaves your hair and scalp really clean—free from dandruff scales and itching.

Effective 1 to 3 months

In 20 months of testing by skin specialists, Theradan was completely effective

in dandruff cases so severe that even doctors' strong prescription remedies didn't give adequate relief.

With Theradan, none of these men and women tested had dandruff again for 1 month to 3 months!

Theradan is made by the makers of Bufferin®. Try it today.

When Theradan has cleared up your dandruff and itchy scalp, use it regularly, as many people do, to prevent dandruff from starting again.

Your neighborhood store has new Theradan now.

NOTE TO PHYSICIANS: The statements in this advertisement are supported by clinical tests. For a report of these tests, write Medical Director, Bristol-Myers Co., Dept. L-1172, 630 Fifth Ave., New York 20, N. Y.



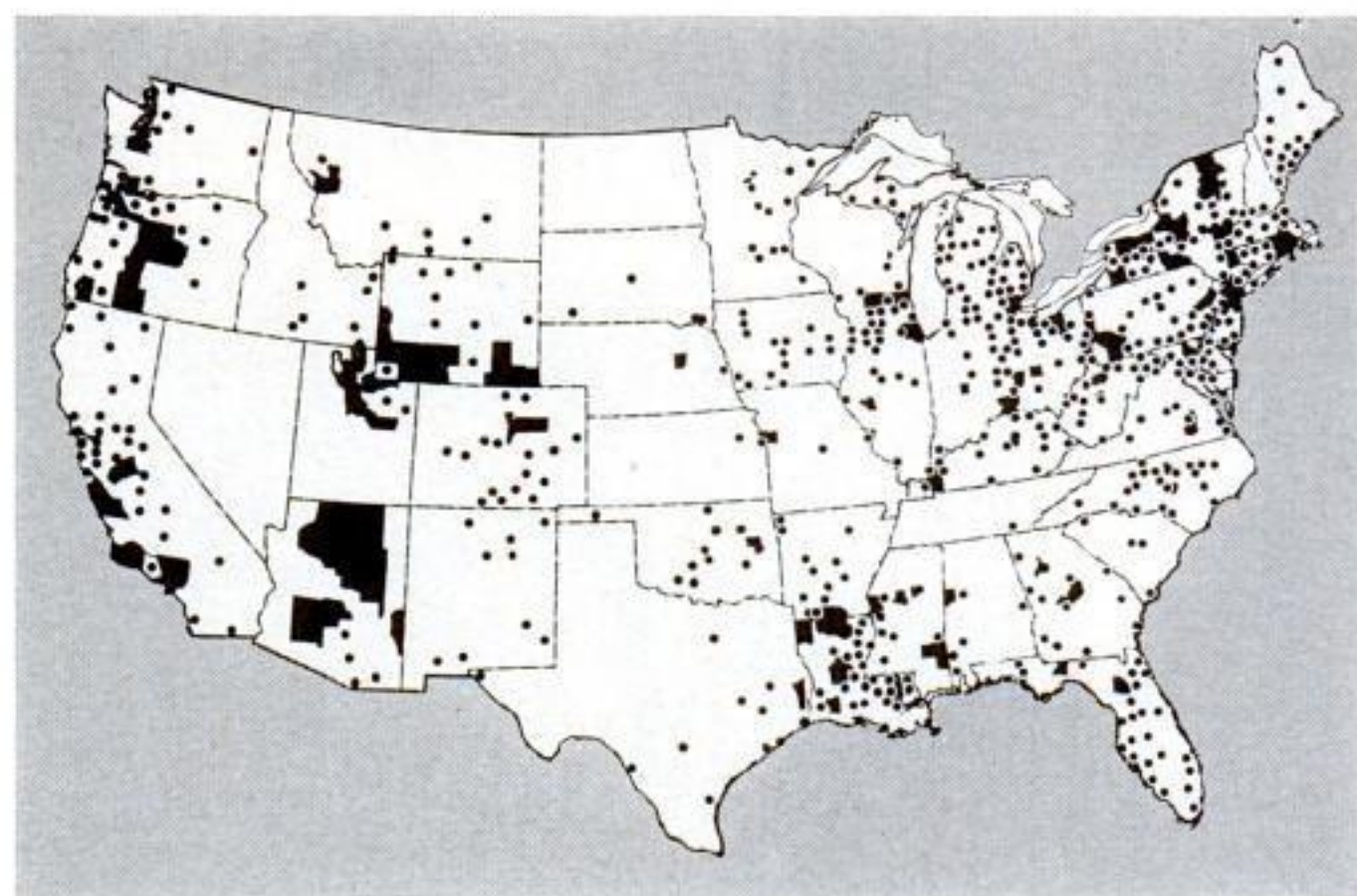
With exclusive penetrating ingredient, **SARTHIONATE®**

Theradan

T. M. *proved completely effective
even in severest dandruff cases

ANOTHER FINE PRODUCT OF BRISTOL-MYERS

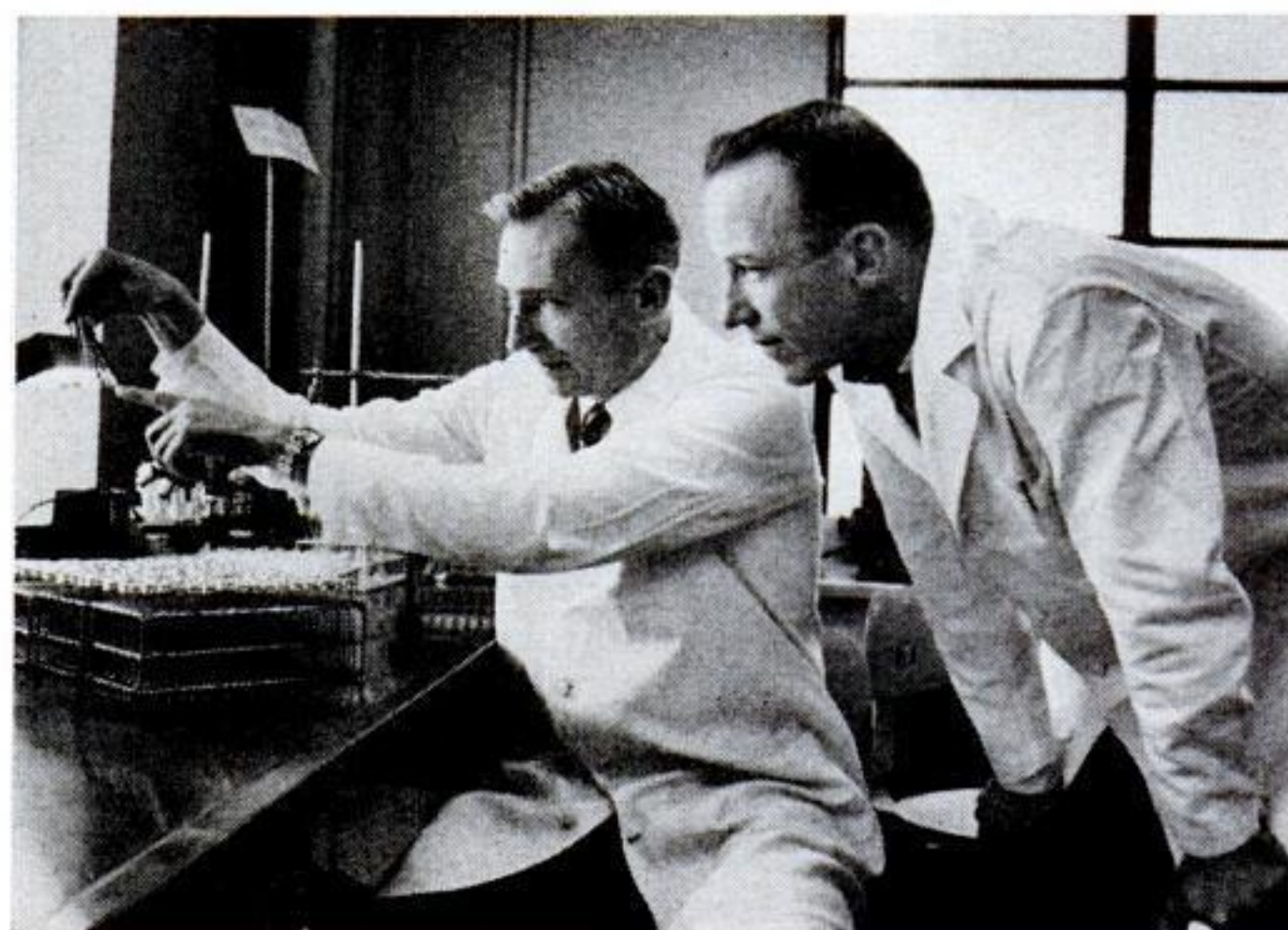
Flu Report CONTINUED



PATTERN OF EPIDEMIC appears on U.S. Public Health Service map. The black areas show where flu outbreaks had been reported by end of October.

DISEASE'S COURSE, VIRULENCE

Compared with the 1918 epidemic, which killed 800,000 Americans, this one is not proving dangerously virulent. By Nov. 1, 450 deaths had occurred, largely, as expected, among already ill, handicapped and old persons. Yet, unexpectedly, several of the dead had been young adults. And in New York Hospital-Cornell Medical Center (*below*) four rheumatic heart patients died with lung infections apparently caused by the flu virus alone, without the presence of the bacteria that commonly cause flu deaths. These peculiar facts showed that doctors do not yet know exactly how dangerous Asian flu really is.



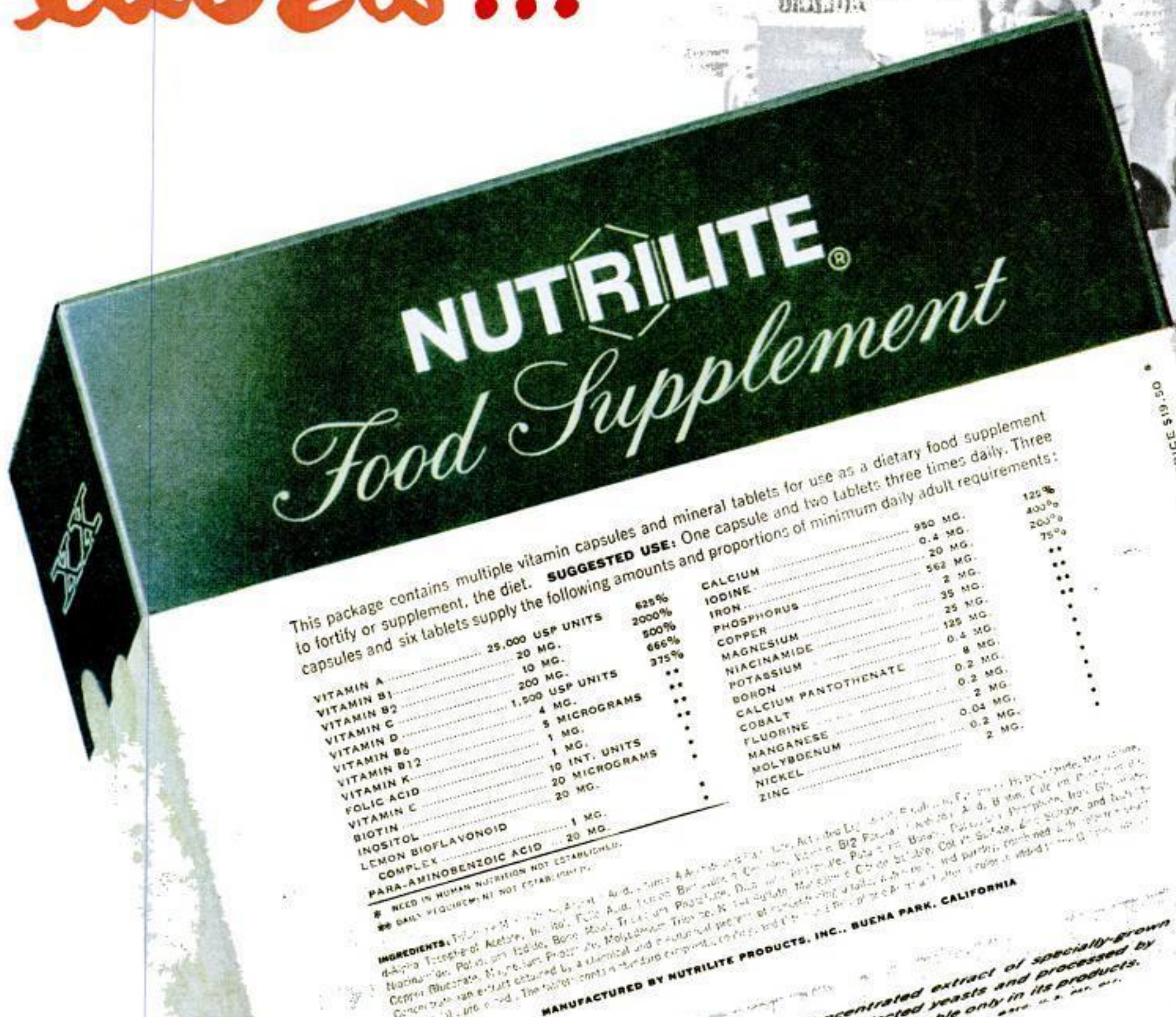
STUDY OF VIRULENCE was made by Drs. D. E. Rogers (*right*), E. D. Kilbourne in connection with four rheumatic fever patients who died of flu.



VULNERABLE TARGETS, particularly susceptible to flu, are mentally retarded children like these sick patients at Dixon State School in Illinois.

CONTINUED

Compare the labels...



NUTRILITE®
Food Supplement

This package contains multiple vitamin capsules and mineral tablets for use as a dietary food supplement to fortify or supplement the diet. **SUGGESTED USE:** One capsule and two tablets three times daily. Three capsules and six tablets supply the following amounts and proportions of minimum daily adult requirements:

VITAMIN A	25,000 USP UNITS	625%	CALCIUM	950 MG.	125%
VITAMIN B1	20 MG.	2000%	IODINE	0.4 MG.	400%
VITAMIN B2	10 MG.	500%	IRON	20 MG.	200%
VITAMIN C	200 MG.	666%	PHOSPHORUS	562 MG.	75%
VITAMIN D	1,500 USP UNITS	375%	COPPER	2 MG.	..
VITAMIN E	4 MG.	..	MAGNESIUM	25 MG.	..
VITAMIN B6	5 MICROGRAMS	..	NIACINAMIDE	25 MG.	..
VITAMIN B12	1 MG.	..	POTASSIUM	125 MG.	..
VITAMIN K	10 INT. UNITS	..	BOHON	8 MG.	..
FOLIC ACID	20 MICROGRAMS	..	CALCIUM PANTOTHENATE	0.2 MG.	..
VITAMIN C	20 MG.	..	COBALT	0.2 MG.	..
BIOTIN	1 MG.	..	FLUORINE	0.04 MG.	..
INOSITOL	1 MG.	..	MANGANESE	0.2 MG.	..
LEMON BIOFLAVONOIDS	20 MG.	..	MOLYBDENUM	0.2 MG.	..
COMPLEX	1 MG.	..	NICKEL	2 MG.	..
PARA-AMINOBENZOIC ACID	20 MG.	..	ZINC	2 MG.	..

INGREDIENTS: Vitamin A, Vitamin B1, Vitamin B2, Vitamin C, Vitamin D, Vitamin E, Vitamin B6, Vitamin B12, Folic Acid, Biotin, Inositol, Lemon Bioflavonoids, Para-Aminobenzoic Acid, Complex, Magnesium, Potassium, Calcium, Iron, Iodine, Phosphorus, Copper, Nickel, Manganese, Molybdenum, Zinc, Boron, Calcium Pantothenate, Cobalt, Fluorine.

MANUFACTURED BY NUTRILITE PRODUCTS, INC., BUENA PARK, CALIFORNIA

Examine this label carefully. Compare potencies. Compare for completeness. Compare for exclusive ingredients. Often, choosing such a product for you and your family is a personal matter. Know what you buy. The benefits of careful selection cannot be measured by price alone.

Do you need a food supplement... especially one so *complete* in all of the essential vitamins and minerals as NUTRILITE? The answer depends on your diet.

It could be lacking in adequate amounts of those food elements long recognized to be absolutely necessary for proper nutrition — one of the most vital requisites for good health. These are supplied by NUTRILITE. And among the ingredients listed on the label is the *exclusive* NUTRILITE Concentrate, a *natural* ingredient. Many have turned to NUTRILITE for "peace of mind." But faith in *any* product must be earned. Only complete satisfaction can account for continued acceptance and growth. NUTRILITE is one of the most widely used vitamin-mineral food supplements in the world today.



Get the "FACTS... about Vitamins, Minerals and Nutrilite Food Supplement."
For this free booklet and the name of your nearest Distributor of Nutrilite, write Mytinger & Casselberry, Inc., 1715 Santa Fe Avenue, Long Beach, California



The **NUTRILITE® CONCENTRATE** is a concentrated extract of specially-grown alfalfa, watercress, and parsley, combined with selected yeasts and processed by methods known only to Nutrilite Products, Inc. and obtainable only in its products.

REG. U.S. PAT. OFF.

Good food tastes even better...
when the *party-quarts* appear!



Good food and cold beer just naturally go together. And the best way to serve your guests? New Party-Quart bottles! No other convenience package is so sure of delivering *every* glass properly chilled for complete enjoyment. The unserved portion of beer stays cool 93% longer in the No-Deposit quart bottle than in a 12-ounce can. Thrifty, convenient. 5 full glasses in every bottle.

So convenient—NO-DEPOSIT quart bottles




NO-DEPOSIT
quart bottles when
you entertain

NO-DEPOSIT
12-ounce bottles
for individual use

No-deposit glass quarts

keep beer cool 93% longer... save money, too!

NO-DEPOSIT, NO-RETURN BOTTLES
AN  PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

Flu Report CONTINUED



TEMPERATURE TAKING twice a week is new ritual for pupils at Leschi school in Seattle. Of 570 children enrolled at school, 190 were out with flu.



VACANT SEATS of 30 pupils who were home with Asian flu surround seven healthy classmates at Oliver Wendell Holmes Junior High School in Dallas.



YOUNG SUBSTITUTE, 17-year-old Carol Campbell, is one of 17 students who helped teach lower grades in Toledo after 90 of 1,600 teachers got sick.

HANES

SKIING IS BELIEVING

How you get the right warmth in Hanes Wintersets

Do you ski, hunt, work or do anything at all outdoors in the winter? If so, Hanes Wintersets are for you. In them you're warm outdoors, yet not overheated indoors. Hanes 'tween-weight knit is soft to the touch and yielding to your actions. Wintersets behave, too—no creeping or binding. They're shrink-resistant, washable, and won't itch ever.

Men's Wintersets	drawers	\$1.85 to \$1.89
	drawers with 25% Dynel	\$2.50 to \$2.69
	T-shirts	\$1.50 to \$1.59
	T-shirts with 25% Dynel	\$2.00 to \$2.19
Boys' Wintersets	drawers	\$1.39
	T-shirts	\$1.00

GET MORE THAN YOU BARGAINED FOR... GET



P. H. Hanes Knitting Co., Winston-Salem 1, N. C. Canadian Mfr.: C. Turnbull Ltd., Galt, Ontario, Swedish: Aktiebolaget Melka, Göteborg. Australian: La Mode Industries, Pty. Ltd., Fitzroy.

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INTRODUCING

nebs

THE SHORTEST DISTANCE

HEADACHE*
SINUSITIS*
NEURALGIA*
BACKACHE*
ARTHRITIS*
SCIATICA*
RHEUMATISM*



*Nebs is recommended for relieving the minor discomforts of headaches, sinusitis, neuralgia, backaches, arthritis, sciatica, rheumatism.

WHEN IN PAIN, take NEBS... the unique non-prescription tablet that goes to work almost instantly, speeds to the site of pain!

How fast can pain be relieved, short of a doctor's prescription? Medical science has a new answer—another step in the march to wipe out pain. It's a remarkably effective compound in straight, pure form in Nebs—the unique new pain-relieving tablet.

No non-prescription product acts faster than Nebs. Most other available remedies must be broken down by chemical reaction in the body before they can even *begin* to work. But not Nebs. Safe, gentle Nebs is a new medication that is naturally accepted by the

Norwich

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BETWEEN YOU AND PAIN RELIEF!



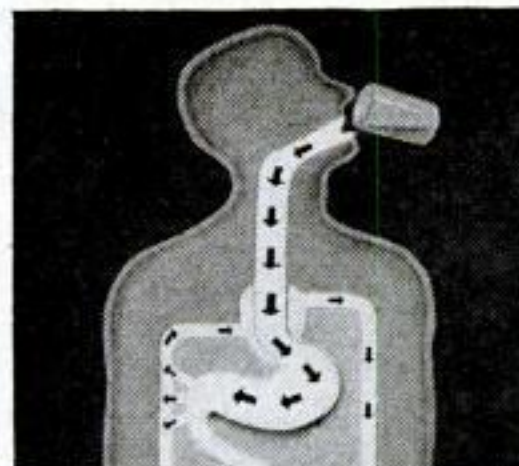
body, goes to work almost *instantly*, without upset or side effects. That's why Nebs gives such rapid relief from pain. When you take Nebs, you feel so much better *so much faster*, you'll never go back to aspirin, buffered aspirin, aspirin compounds, or effervescent.

Take new Nebs tablets as you would normally take ordinary pain relievers. However, do not exceed three tablets in any twenty-four-hour period.

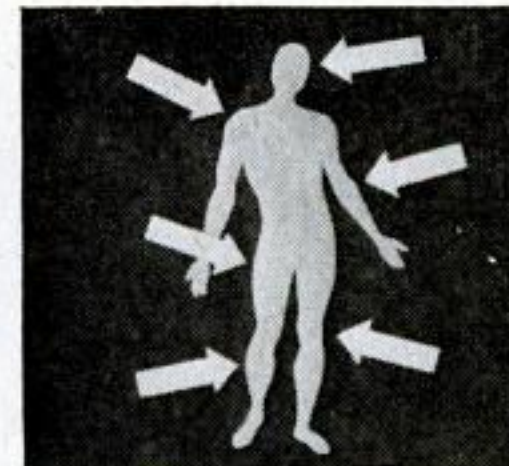
ASK YOUR DOCTOR WHAT COUNTS IN A PAIN RELIEVER



IT ISN'T how fast
it dissolves



IT ISN'T how fast it goes
through the stomach



IT'S HOW FAST IT GIVES
YOU RELIEF FROM PAIN

That's why **NEBS is NEWS!** It's the shortest distance between **YOU** and **PAIN RELIEF!**

HEFTY PROS GET EVEN

Pro football began as a primeval struggle among giants and through the years it was nourished on this ingredient. Today it is more prosperous than ever—the 12 National Football League teams sold more tickets before this season than they sold all season a dozen years ago. And, as

the sport comes of age, its basic appeal is still the thunderous clash of big men.

The men, in fact, are bigger than ever. Linemen used to average around 215 pounds, now are nearer 240 pounds. The game has picked up more speed and precision and players today

must be much faster and smarter than their predecessors. Like huge walking Univacs their minds are stuffed with intricate orders. "It took little brainwork before. Now we study as much as we practice," says one lineman.

Looking at the solid men, it's hard to imagine



HEFTIER

them troubled by schoolboy nerves. But one of the biggest, toughest pros, 265-pound tackle Art Donovan of Baltimore, still gets ill with tension before the kick-off. After the game, the bruised players all have trouble getting out of bed the next day and still ache two days later.



← **LINES COLLIDE** as Steelers (white) jolt the Giants and quarterback (No. 10) hands off on power play.

WAR UP FRONT rages with awesome Roosevelt Brown of Giants (*right*) moving in on a Redskin.

CONTINUED



IMPACT of pro lines, Redskins (*left*) opposing the Cardinals, brings noises of thumps and grunts audible on the sidelines. After the initial charge each man has a secondary assignment and a defender may be blocked as often as three times on one play.



LEG-DRIVE of Redskins' linemen, rated best blockers in the league, effectively rolls back one side of Giant line. Part of the pro game's defensive technique today is an initial push followed by a moment of hesitation to let opponent commit himself.

CONTINUED



Who made tomato flavor come alive in catsup?

Del Monte[®] chefs did...with
pineapple distilled vinegar! Rich-ripe tomato flavor is the life
of the party in *this* catsup! DEL MONTE's own exciting pineapple distilled
vinegar is the reason. It does such a great blending job, the superb tomatoes and
zesty spices in DEL MONTE Catsup just naturally put out more flavor. Why
not give a special lift to everything from the most high-falutin' hors d'oeuvre
to the humblest hamburger? Try DEL MONTE Brand Catsup.

Wake up Wonderful!



Get the *buoyant* firmness of Beautyrest...
for the best rest a body ever had!

BUOYANT is the word for Beautyrest and only in Beautyrest do you get the ideal buoyancy—the firmness that's best for your comfort, best for your rest, best for your back.

See pictured below how different Beautyrest* is from other mattresses.

It's the way it's made not only with twice as many springs—but most important with springs that are independent and free to push up and support, firmly but gently, the weight and shape of your body.

11-year research proves more re-

freshing rest. Beautyrest firmness was tested during 3,142 scientific sleep tests measuring mental and physical reactions of actual sleepers.

Result: *Beautyrest firmness was proved to give more refreshing sleep than any other type of mattress.* Tests were con-

ducted by the United States Testing Co., using methods developed by the Sleep Research Foundation.

Beautyrest at \$79.50 costs least to own in spite of costlier construction. Endurance tests prove Beautyrest lasts 3 times longer than any mattress tested.

For firm comfort, refreshing rest, and long-lasting economy... choose Beautyrest. Normal-firm or extra-firm... extra-length and extra-width also available. Sleep on Beautyrest tonight... tomorrow wake up wonderful!



Made with about 200-300 springs. They're wired together and sag together under you. You push down on them. They don't push up on you! Weak support!



Made with over 300 separate springs. Not wired together. Can't sag together. Each spring is free to push up and firmly support your back and your weight.

Simmons
WONDERFUL
Beautyrest

*Trade-mark Reg. U.S. Patent Office. Copr. 1957 by Simmons Co., Mfrs. Mart, Chicago, Ill.



PUNTER

Kicking specialist Yale Lary of Lions (*above*) gets the ball away despite onrushing Bill Herchman of 49ers. Almost never blocked in pro ball, punts are angled high and are being returned for less and less yardage.

BALL HANDLER

Quarterback Bobby Layne of Lions, handing off ball, is the pro game's most indispensable specialist. He must be a superb faker, be absolutely sure-handed and have a delicate touch in getting rid of the ball.

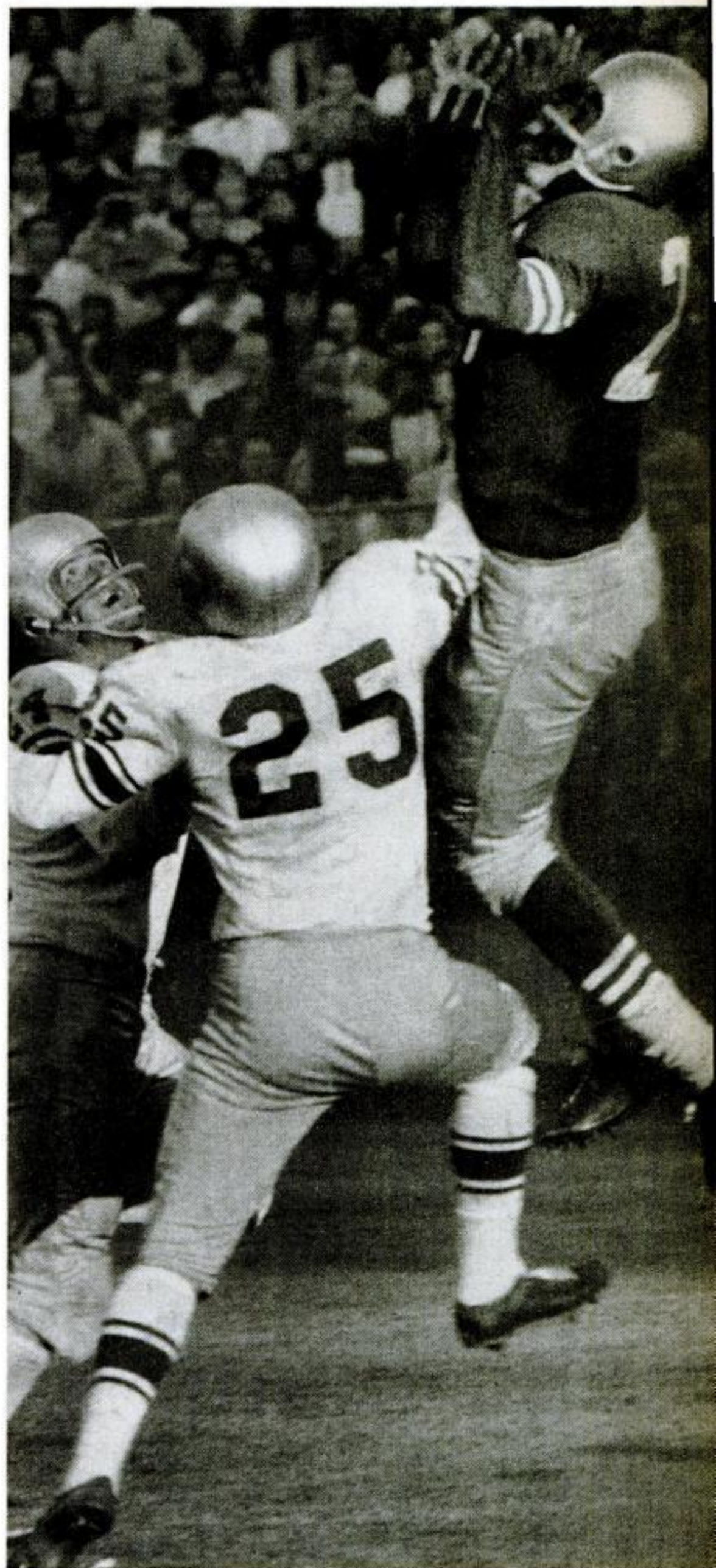


PROS CONTINUED

A SPECIALIST IN EVERY JOB

Being big and also fast is not enough for a pro nowadays. The game has become so complex and demanding that he is forced to specialize. Green Bay has one man who does nothing but punt and there are combinations of specialists, for instance, for goal line stands. There are even expendable backs for the onerous job of receiving punts and becoming a sitting-duck target for tacklers.

But the outstanding specialist of the old days, the passer, no longer dominates the game. He is still essential to his team, but the defensive specialists like "Christiansen's Crew" of Detroit (*below*) have risen to cut down yards gained by passing almost 25% in five years.



PASS RECEIVER

R. C. Owens of 49ers is fast, elusive and, most of all, able to leap high. Here he is about to grab winning touchdown pass from pass defense specialists Jim David (No. 25) and Jack Christiansen of Lions.



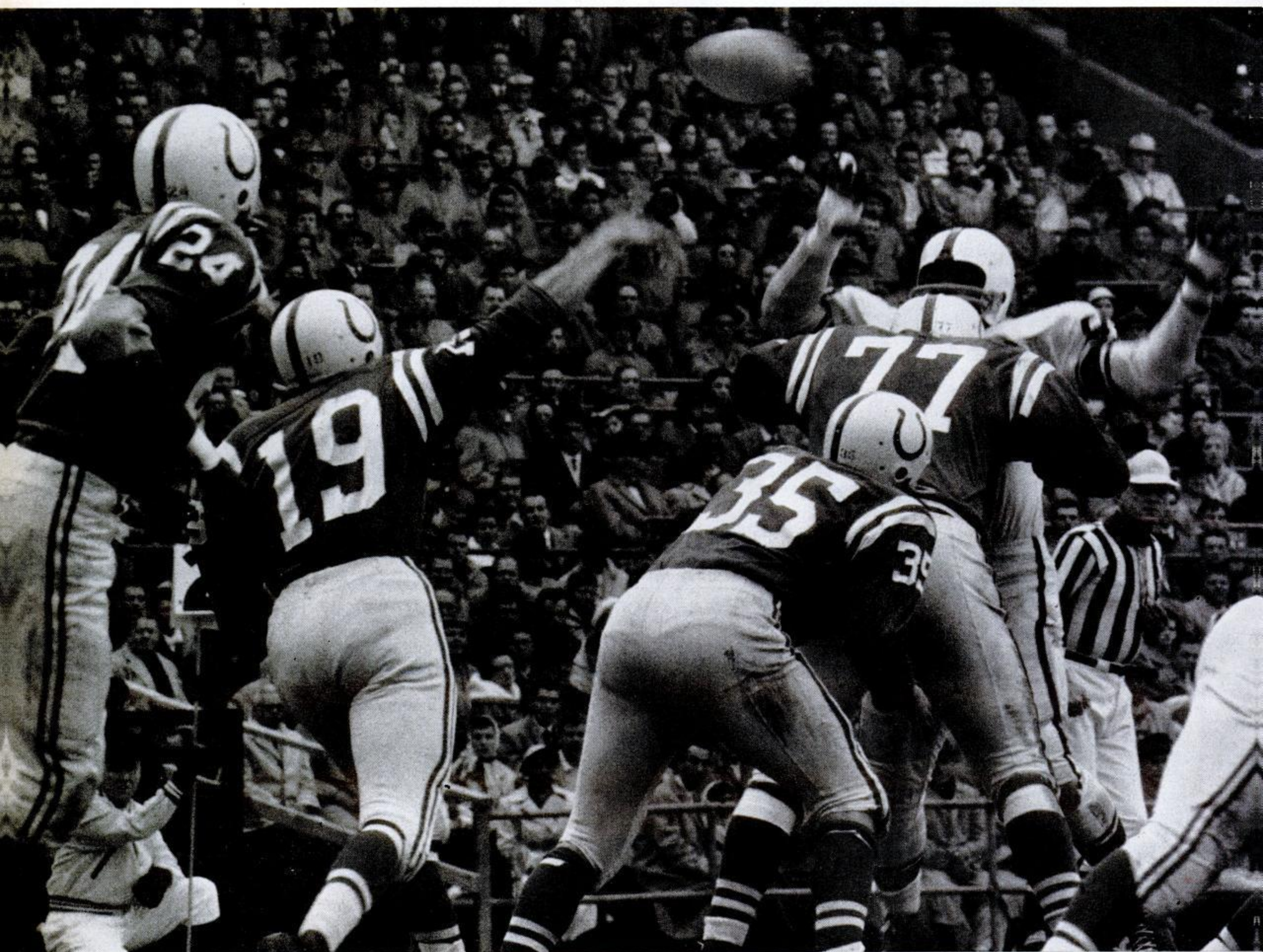
CLIMAX RUNNER

Tom Wilson of the Rams, here eluding Bears' tackler, is workhorse of team's running attack and is also used as pass receiver. He is league's top ground gainer.



PLACE KICKER

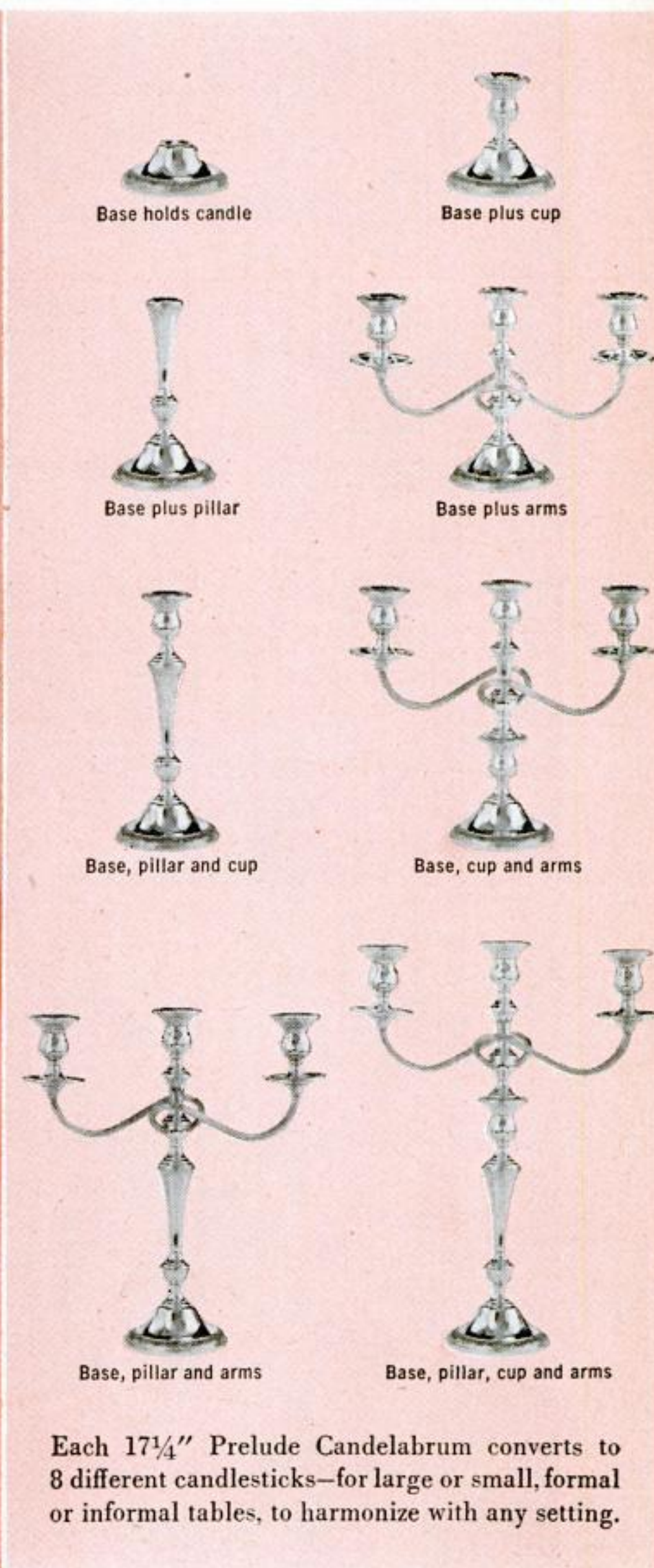
Bears' George Blanda follows through on successful field goal attempt against the Rams. Sure-footed specialists made 113 of 221 field goal tries last year.



PASSER

Johnny Unitas of Colts, who leads in touchdown passes, gets extra protection against Green Bay.

"Red Dog" tactics (crashing line backers) make pros keep some possible pass receivers back to help block.



Magnificent sterling silver
Eight-way convertible candelabra . . in Prelude, America's best-loved pattern

Specially priced for your holiday giving at \$119⁵⁰ the pair (regularly \$155⁰⁰)

For a limited time, International Sterling offers you this superb pair of full-size candelabra in Prelude, America's best-loved sterling pattern, at a substantial saving.

Prelude Convertible Candelabra are regularly sold at \$155.00. But until December 31, 1957, you may buy the pair for just \$119.50.

Or if you wish, you can pay as little as \$5.00 down and \$5.00 a week at most jeweler's and department stores.

See these and other exquisite International Sterling pieces now!

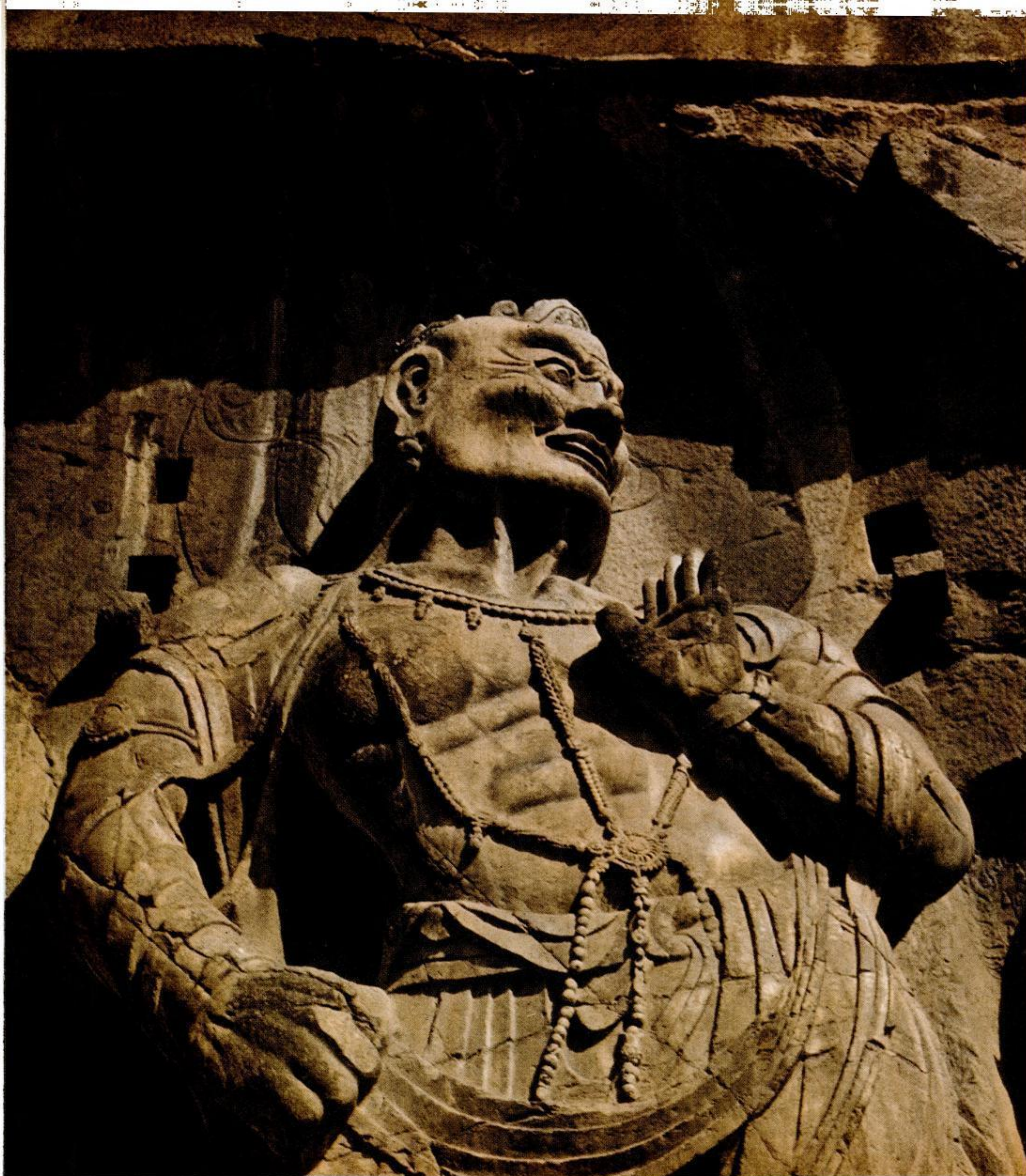
International Sterling

The solid silver with beauty that lives forever



International sets the loveliest tables in America

Other beautiful Prelude pieces: salt and pepper, \$20.00 a pair; sugar and creamer, \$42.50; tray, \$20.00; bowl, 10" diam., \$33.00; bon bon, 6" diam., \$12.00. Federal tax included in all prices.



ON GRANITE CLIFF AT LUNG MEN, 45-FOOT STATUE SURVEYS WORLD WITH THREATENING MIEN. A MINOR BUDDHIST GOD, HE PROTECTS SHRINE FROM EVIL

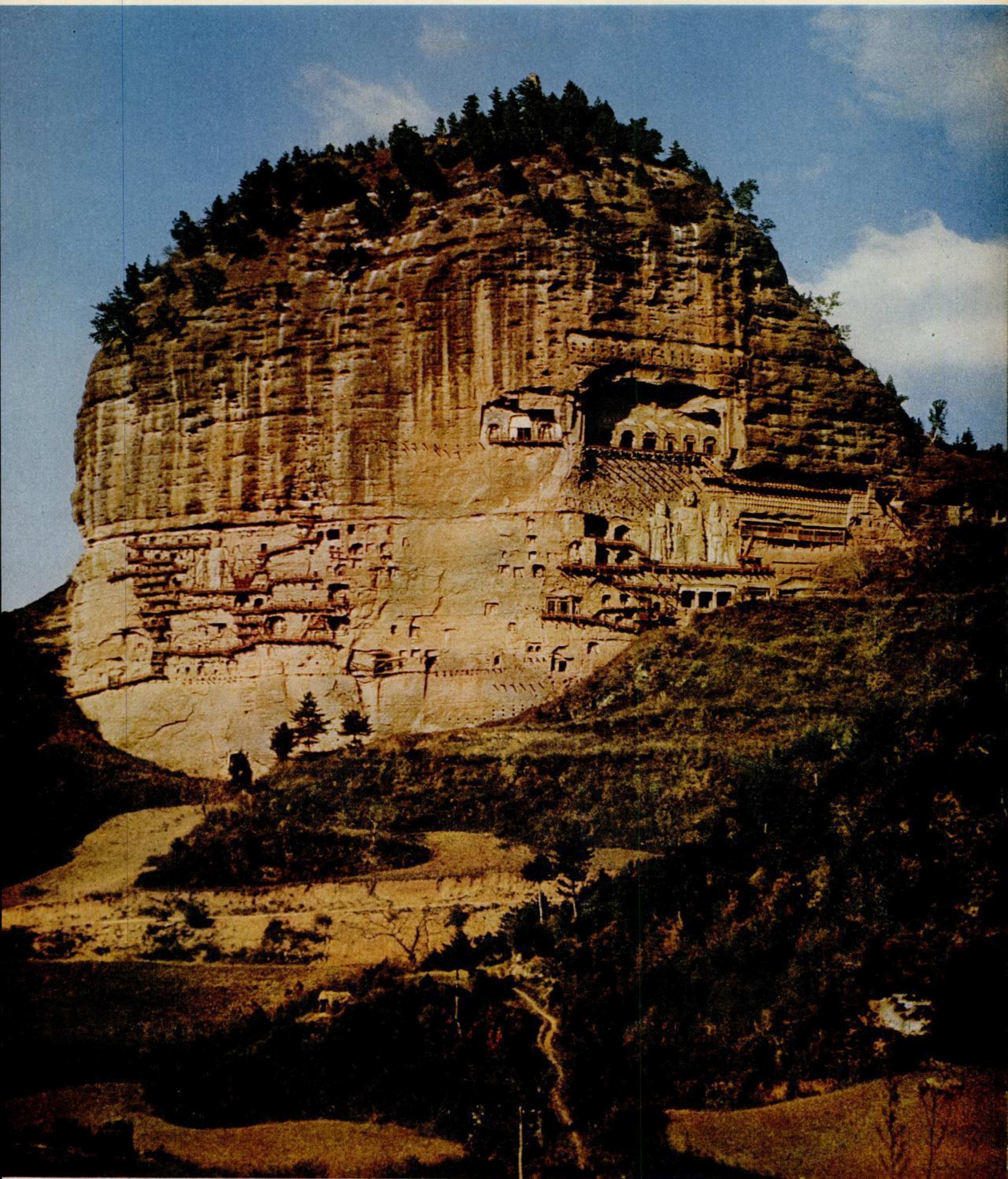
ROCKY REALMS OF BUDDHA

China rediscovers forgotten ancient shrines carved in cliffs and mountains

For more than a thousand years stupendous hosts of sculptured gods have held their timeless poses on scraggy cliffs in northern and western China. Once visited steadily by Buddhist pilgrims, they had in recent centuries been neglected and even forgotten. But today a rediscovery program is under way. For the past 15 years Chinese archaeologists have been seeking out and rehabilitating the ancient shrines some 2,000 miles northwest of Shanghai. Even a few Westerners are again penetrating the wild reaches. Last winter a French archaeologist, Mlle. Claude Arthaud, and a French architect, François Hébert-Stevens, explored the Buddhist caves. The photographs they took, reproduced on these

pages, present some of the first color views ever seen of the sanctuaries.

The Buddhist grottoes owe their existence largely to the religious fervor of the barbarians who, after conquering the northern provinces around 400 A.D., energetically embraced Buddhism. Following Indian Buddhist tradition, the barbarian rulers had shrines carved out of cliffs and rocky prominences. These they filled with sculpture and paintings portraying the Buddha, his attendants and his life. Over the centuries more cliffs were hollowed out, more shrines created. Now, as the grottoes are being opened up by the hundreds, China is unfolding the riches of one of the greatest and most sustained artistic flowerings of history.



DOTTED WITH GROTTOS the "Mountain of the Hay Stack," or Mai Chi Shan, rises 165 feet above an unkempt valley. Though known locally, the shrines

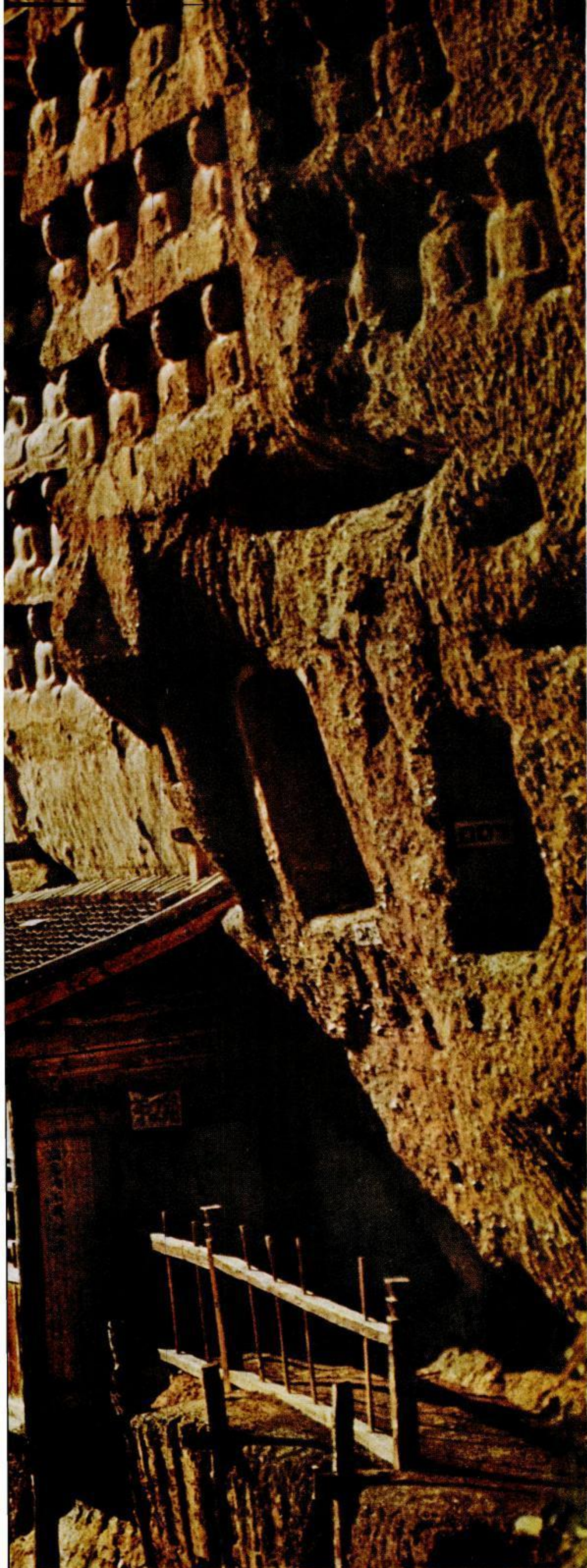
of Mai Chi Shan were not found by archaeologists until 1941. Since 1952 they have opened up 200 chambers but more remain to be cleared of rock and debris.

CONTINUED



GALLERY OF BUDDHAS at Mai Chi Shan is made up of 258 figures of the god, arranged in rows along the face of the mountain. Carved during the Wei

Dynasty, between the Fourth and Sixth centuries A.D., they have recently been restored. Wooden galleries running along the cliff were made by monks and

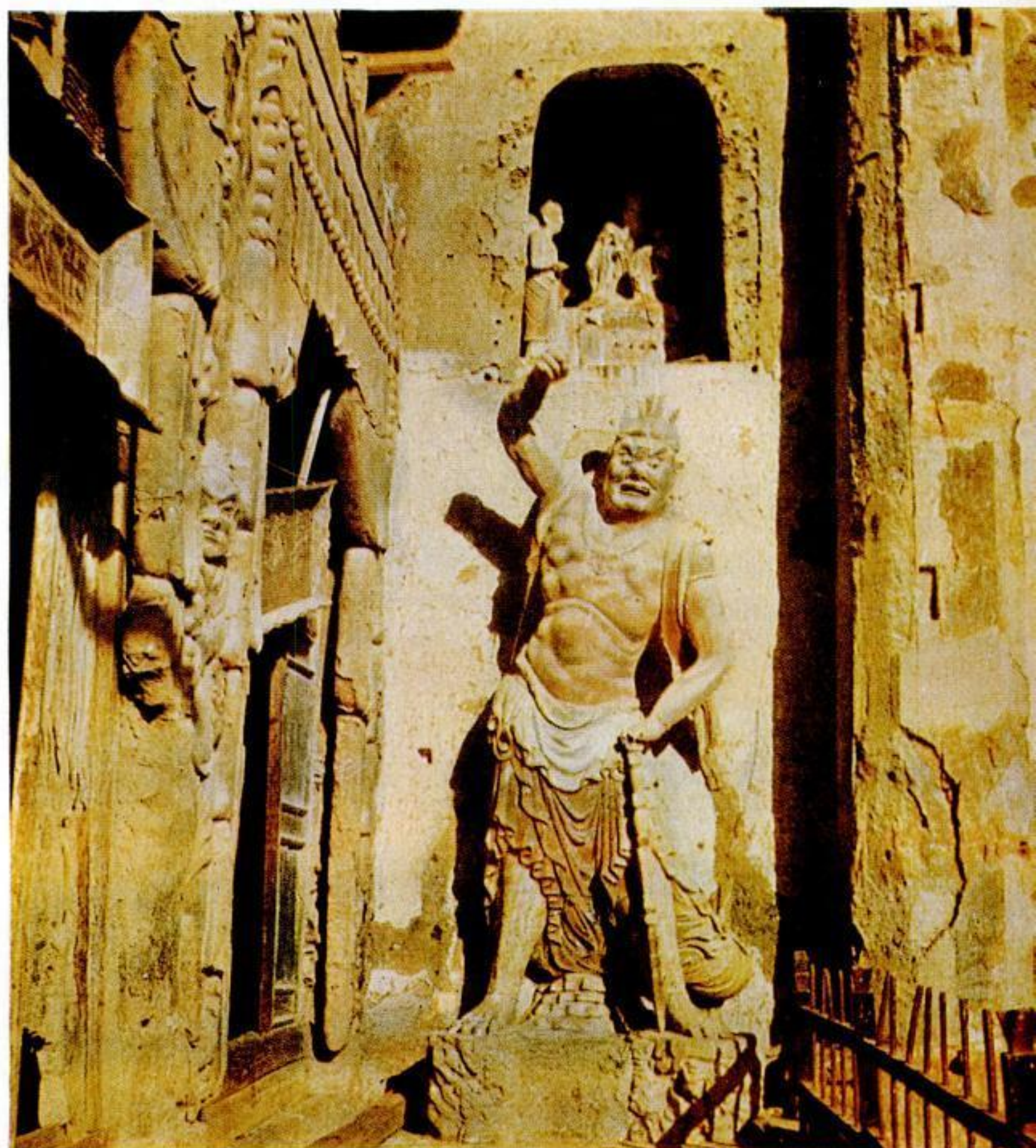


workmen of ancient times to serve as passageways from one grotto to another. Such structures are rarely found today. Most were ravaged by time and weather.

ROCKY SHRINES CONTINUED



SERENE SAINTS stand by statue of Buddha, who makes a gesture of reassurance. Figures were carved from Mai Chi Shan rock around Seventh Century.



GROWLING GUARDIAN of law, a lesser deity, raises menacing arm beside Mai Chi Shan grotto. It was done in T'sang Dynasty around Eighth Century.

CONTINUED

SACRED GROTTOS FOR TRAVELERS

Among the oldest and best known of China's grottoes are the Caves of the 1,000 Buddhas near the oasis of Tun Huang. The outermost Chinese town on the long overland route between the China coast and India, it was the first to be visited by Indian missionaries bringing the new Buddhist faith. In 366 A.D. a Buddhist monk carved out a cave chapel in a nearby cliff.

During the next thousand years nearly 450 chapels were hollowed out of the cliff. A corps of monks and artists took up residence close by to tend visiting pilgrims and embellish the grottoes with art. But wars and political upheaval caused Tun Huang to lose importance and gradually its historic shrines were abandoned to the birds and creatures of the desert.

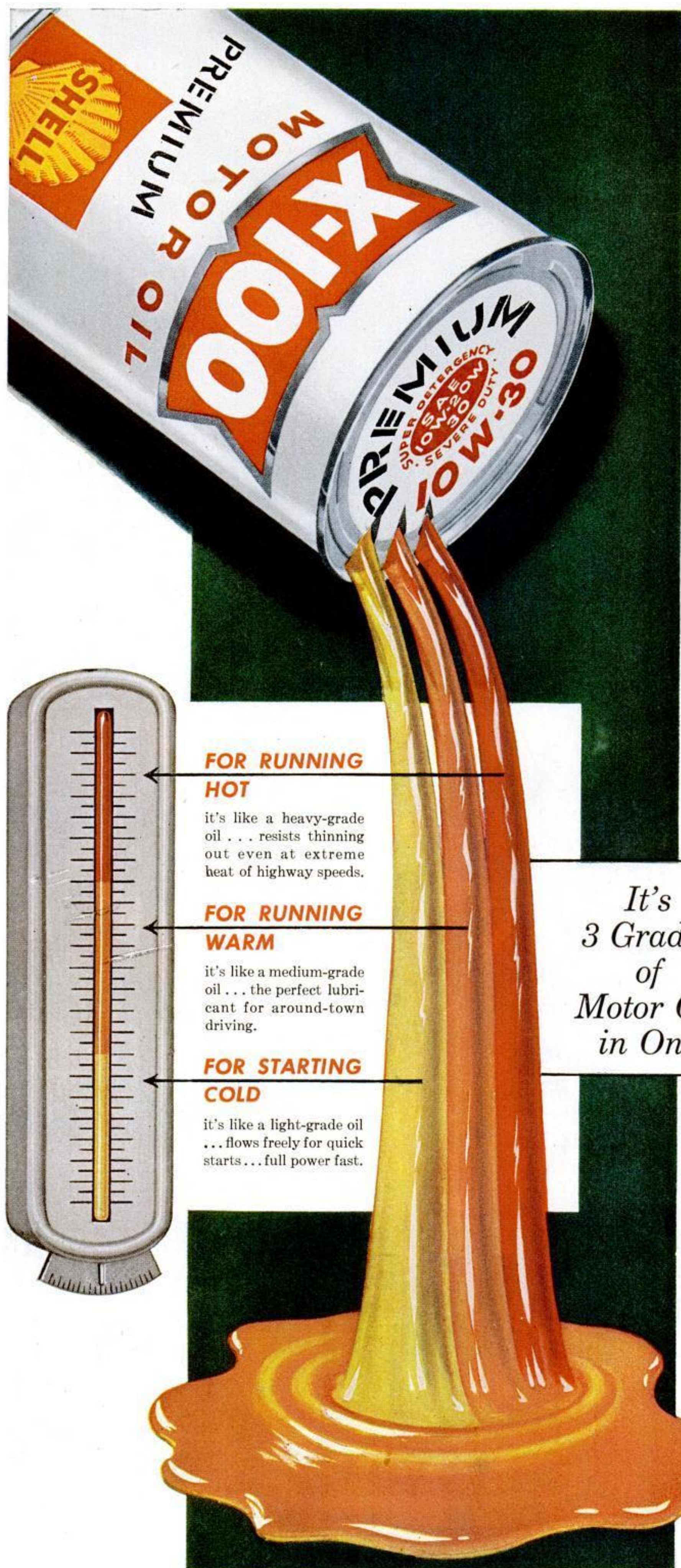


← **BENIGN BUDDHA** sits with crossed legs as he lifts hand in traditional gesture. Made in Wei period, the plaster figure is twice life-size. On wall are flamelike designs suggesting radiance of the Buddha.



CLIFFSIDE CHAPELS, perched above the river that flows near Tun Huang, contain painted images of Buddha and his disciples in varied poses. In the center grotto is the large Buddha shown close up in the photograph at left. His attendants have darkened faces, possibly to indicate that they were Indians. These

grottoes, all of the Wei period and still bearing traces of ancient murals, measure about 15 feet across, but others range in size from 70-foot rooms to tiny cubicles barely large enough for one person. The numbered signs on the walls were placed recently by Chinese officials as a means of identifying the chapels.



New Motor Oil with Thermostatic Action

*Adjusts automatically to
protect your engine at
every temperature!*

FOR RUNNING HOT

it's like a heavy-grade oil... resists thinning out even at extreme heat of highway speeds.

FOR RUNNING WARM

it's like a medium-grade oil... the perfect lubricant for around-town driving.

FOR STARTING COLD

it's like a light-grade oil... flows freely for quick starts... full power fast.

*It's
3 Grades
of
Motor Oil
in One*

If you could start your day in Alaska, have lunch in New York and wind up in South Africa in late afternoon, you'd get an idea of the temperature changes your car goes through in an average day's driving.

For your engine always starts cold and eventually runs hot—operates at temperatures that vary by over 100°!

To have complete engine protection at all times, you need a motor oil that adjusts automatically to every engine temperature. Shell X-100 Motor Oil Premium does just that. It's *thermostatic!*

What's more, this new grade of motor oil prevents cold sludge and keeps valve lifters from sticking. It adds years to the life of your engine, too, because its alkaline additives neutralize acid action, the major cause of engine wear.

See your Shell Dealer for the finest motor oil you can get—new X-100® Motor Oil Premium.

*For
the finest
engine care,
switch to
X-100 Premium*





BRIGITTE BARDOT IN SCENE FROM "A PARISIAN WOMAN" FIGHTS OFF PLAYFUL HUSBAND (HENRI VIDAL) WHO TRIES TO UNWIND HER TOWEL. HE SUCCEEDS

U.S. GETS A LOOK AT BRIGITTE

The intellectual French see something very special in the towel-draped figure of Brigitte Bardot, their top box-office movie star. On the face of it the girl is young, charming and shaggy. Even fresh out of a bath—and in her movies she is quite often fresh out of a bath—she seems a little unwashed. But to the people of Paris, Brigitte Bardot is less girl than she is an exciting philosophical attitude, a problem in esthetics to be closely examined, and a symbol of the eternal woman in rebellion who finds that life unfortunately is sometimes sad and frequently futile.

Americans, less cerebral about movie stars, are smashing foreign film box-office figures at a New York theater to make up their minds about Bardot by seeing her in *And God Created Woman* (next page). They have observed that she is a 23-year-old girl, round and soft and honey-voiced. She has two principal facial expressions, the puckered pout and the short, explosive laugh. She also has a tendency at various points in her movies to remove large parts of her clothing and show much more than American audiences are used to seeing of what 23-year-old girls are made of.



The Diplomat High Fidelity tape recorder. Remote control. Gray or green simulated leather. (8TR3) \$219.95.

A message to parents and grandparents about RCA Victor tape recorders

Your tow-headed 4-year-old reciting Mother Goose. A solemn youngster repeating the words of confirmation—and, years later, the vows of marriage. These moments happen only once in a lifetime. To see these memories again and again, you take snapshots. Why not *hear* them again, too?

Take pictures in sound with a new RCA Victor tape recorder. Record the voices of your children from the first uncertain coo through all their growing years. It's so easy. Like taking a snapshot. Just press a button and the sound is yours forever—re-created through the

magic of "Golden Throat" tone or fabulous High Fidelity from a 3-speaker Panoramic Sound system.

See all five RCA Victor tape recorders in eight rich finishes at your dealer's now. He'll gladly start you on a "Family Album of Sound" you'll treasure always.



PUSH-BUTTON CONTROL! All RCA Victor tape recorders have 2-speed operation. Five easy-to-use push buttons control all functions. It's so simple even a child can do it.



A—The Congressional. "Golden Throat" tone. Tan simulated leather. (7TR2) \$159.95. B—The Senator. Large speaker, extra power. Charcoal or tan-and-brown. (8TR2) \$179.95. C—The Judicial. Hi-Fi! Gray simulated leather. (7TR3) \$199.95. D—The Legislator. Fine furniture on wheels. 3-speaker Hi-Fi! (7TRC1) \$279.95 in mahogany.*

RCA VICTOR
RADIO CORPORATION OF AMERICA

Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher for West and South. For the finest in pre-recorded entertainment, always insist on RCA Victor New Orthophonic High Fidelity Tape Recordings. *Oak finish slightly higher.

BRIGITTE CONTINUED



BEDROOM BARDOT wrapped in sheets waits for husband in *And God Created Woman*. Latter part of this scene startled French and was partly censored.



BARROOM BARDOT does a torrid tropical dance in a waterfront cafe after she leaves her husband's home in the same film and goes hunting excitement.

CONTINUED

A new idea in smoking!

Salem refreshes your taste



- menthol fresh
- rich tobacco taste
- most modern filter

Salem refreshes your taste just the way a stroll through the Spring woods refreshes you. Salem gives you rich tobacco that smokes with new surprise softness and comfort. The freshest taste in cigarettes flows through Salem's pure-white filter. Smoke refreshed pack after pack... get a carton of Salems!

Created by R. J. Reynolds Tobacco Company

Smoke **Salem** . . . smoke refreshed!



Your Key to Holiday Hospitality

What makes *one* Bourbon a *collector's item*? A depth of flavor and rich bouquet that are unique. Unique, because today all the slow, costly methods employing the original art and lore of the master Bourbon distiller are rarely practiced—*save in our family-owned Kentucky distillery*. You serve a compliment to every

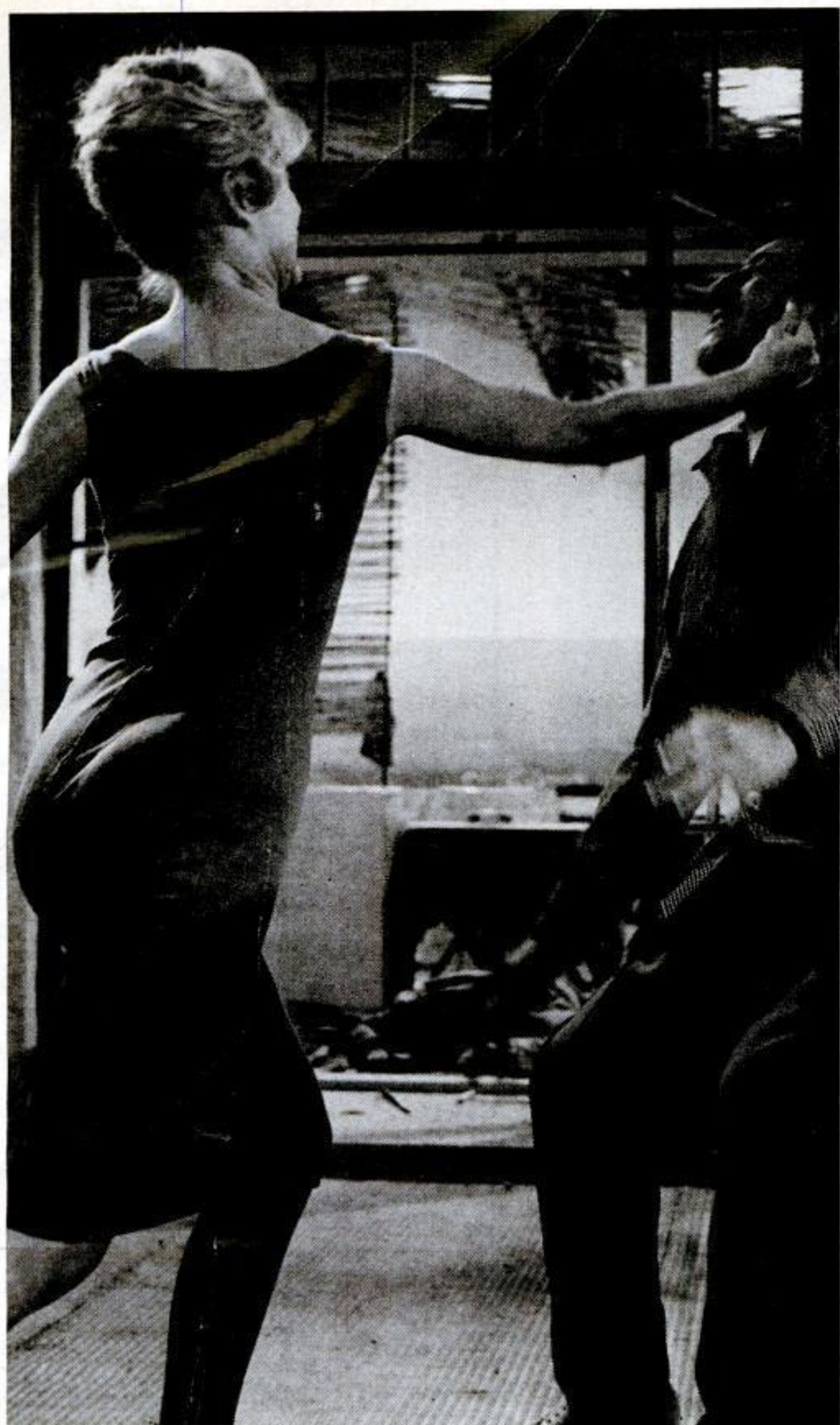
guest's good taste with Bonded Old Fitzgerald, memorable at six years old. And you may feel the extra expense and effort of procuring Very Old Fitzgerald (aged to the Bonded limit) well repaid in the knowledge the world's most prized Bourbon is yours to enjoy—and share.

THE FINAL CHOICE OF MATURE TASTE

**Bonded Kentucky Straight Sour Mash Bourbon • 100 Proof • Six and Eight Years Old
STITZEL-WELLER DISTILLERY • Established Louisville, Kentucky, 1849**



Very Old Fitzgerald available in Antique Fifths, suitably boxed, labels personalized in case lots on request. Ask your dealer, or write the Distillery.



ROUNDHOUSE RIGHT is delivered by Brigitte, wearing a tight sheath dress in *A Parisian Woman*. Tight sheath is a standard Bardot film costume.



PLAYING WITH PEARLS, Brigitte, in a tight evening dress, kneels on the floor and happily flirts with a prince consort (Charles Boyer) visiting Paris.

CONTINUED



At home...with the man in the Governor® Socks!

Most husbands love a warm, quiet evening at home. Maybe it's because it gives them the chance to sit around in their all-new Governor by Esquire Socks! This truly remarkable sock gives wrinkle-free *smoother fit* . . . rises higher and more neatly on the leg. There's a *softer feel*, thanks to the luxurious all-nylon richer weight. And its *Sanitized®* finish will give lasting freshness. All this . . . yours for only \$1.

ESQUIRE SOCKS® 
'THE SMARTEST THING ON TWO FEET'
DIV. OF CHESTER H. ROTH CO., INC., MANUFACTURERS, NEW-YORK

Faster, easier RELIEF FOR ALL THESE COLD MISERIES

with pleasant new liquid!

- Open stuffed-up nose!
- Soothe raw, sore throat!
- Loosen phlegm, ease cough!
- Relieve headache, body pains!

TAKES THE PLACE OF



FULL
3 oz.

No one-purpose remedy gives
such thorough relief as

NEW 4 WAY® LIQUID Cough and Cold Medication!

It's an easy-to-take liquid that's faster-acting! It's a combination of modern medicines that can relieve cold distress more thoroughly than any single-purpose remedy...better than cough syrups, nose drops, aspirin! It's new 4 WAY LIQUID Cough and Cold Medication—with exclusive Rynosec®!

Almost at once, 4 WAY LIQUID makes you feel better *all over*! Yes...being liquid, it's instantly ready to speed relief into your blood-stream, throughout your body! And it contains Rynosec® too. That's why new 4 WAY LIQUID brings more relief, faster relief of cold miseries! At all drug counters now! *Trademark

WHAT ABOUT ASIAN FLU?

The symptoms of Asian Flu are often very similar to those of the common cold—symptoms which 4 WAY LIQUID is specifically formulated to combat. However, the major danger signal is fever...running as high as 102 to 104 degrees. When such symptoms occur with fever...particularly among children under 3 or adults over 65...consult your physician.

BRIGITTE CONTINUED

TWO VIEWS OF BRIGITTE



AS SEDATE LITTLE GIRL in *That Awful Scamp*, Brigitte plays poker with town's gay blades, sets fire to a house and keeps everything in an uproar.



AS SULTRY LITTLE GIRL she turns on the kind of look that brings her \$150,000 per picture and makes her highest paid French movie star of all time.

IF YOU PRIZE IT...KRYLON-IZE IT!

Perfect painting the
"PUSH BUTTON" way



Last year's evening slippers suddenly go glamorous...and in just the Krylon color to go with your new gown.

Beautify in minutes with

KRYLON Spray Paint

Covers practically any surface. No brush, no muss, no fuss. Dries in minutes. Long lasting, professional finish. In black, white, gold, silver, 15 other decorator colors, and Crystal Clear. Buy it at paint, hardware, automotive, art supply, radio-TV repair stores.

IF YOU PRIZE IT...KRYLON-IZE IT!



Lame Monday mornings?

Here's fast relief when
muscles cry for help—

Next time weekend chores lay you up, rub on Absorbine Jr. and feel relief instantly.

Absorbine Jr. stimulates local circulation, helps counter the pressure that makes muscles throb and ache. Soothes nerve endings.

Absorbine Jr. is famous for the relief it has given hundreds of sufferers. (Letters in our files tell us so.)

Buy Absorbine Jr. Not greasy, not sticky, it rubs in all the way! Guaranteed satisfaction or money back.



W. F. Young, Inc.
Springfield, Mass.

ABSORBINE JR.



Announcing the great new **58 FORD**

PROVED AND APPROVED AROUND THE WORLD

A new car rolled out of Detroit one day last July, bound for the greatest adventure in motor car history. The car: the 58 Ford. The assignment: to test the performance and dependability of this new car around the world . . . if possible.

The route was the most rugged that could be laid out. After London and Paris came the Alps; after Rome came Yugoslavia's rockbound sea-coast; after Istanbul came the camel-tracks of Iran and Afghanistan; then the Khyber Pass

through the Himalayas, the bullock-trails of India, the jungle roads east to Vietnam. Weather: worse than you'll ever encounter—122° heat, sandstorms, and 24-hour-a-day rains.

The 58 Ford rolled beautifully, easily through the severest road test ever given a car *before* its American announcement. The Ford *endured*—and came through still glittering and fresh.

Acclaimed from Buckingham Palace to the Taj Mahal, it showed camels how to cross deserts

and elephants how to move through jungles. It was *proved* and *approved* by everyone from natives who had never seen an American car before to famous stylists and nabobs who have seen every car built.

Never before has such a trip been made. This round-the-world performance test became a victory parade, from London to Saigon and back to Detroit. Again, in the Ford tradition, the 58 Ford has broken a trail far out beyond competition.



see the following pages



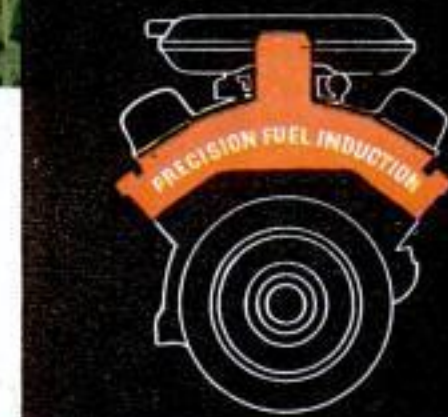
DRAMATIC NEW STYLING

Unique in the Round-The-World Car! Only Ford has such dramatic new styling, approved on three continents around the world. From new Power-Flow Hood and Slipstream Roof to glittering new Honeycombed Front Grille and Sculptured Rear Deck, this is high style.



NEW INTERCEPTOR V-8

Up to 300 h.p. with new Precision Fuel Induction. Greatest V-8 advance in 25 years! New carburetion, more even distribution of fuel-air mixture, new machined combustion chambers mean greater power from *less* gas. Choose from three new Interceptor V-8's—240 to 300 h.p.!



There's nothing newer in the



MAGIC-CIRCLE STEERING

New "Inner Ford" hidden values! This all-new recirculating-ball Magic-Circle Steering took the new Ford through the Khyber Pass as if it were a turnpike. It's the nearest thing to power steering, yet it's only *one* of the quality advances in the heart of the car that make up the new "Inner Ford."



FINE-CAR DETAIL

The last word in luxury! Every detail says there's nothing newer in the world! New patterns! New softer, subdued tones! Fabrics have a new "deep-dimension." The control panel is even more distinctive. Colors blend with exciting new exterior colors in Ford's long-lasting body enamels.





A TRUE AIR RIDE



It's here! Ford-Aire Suspension! It's like riding on clouds with a "pillow" of air at each wheel. Road shocks are absorbed before they reach you. *Whatever* the load, the car automatically returns to pre-load level. The *standard suspension* has been greatly improved, too, for a smoother, easier ride.

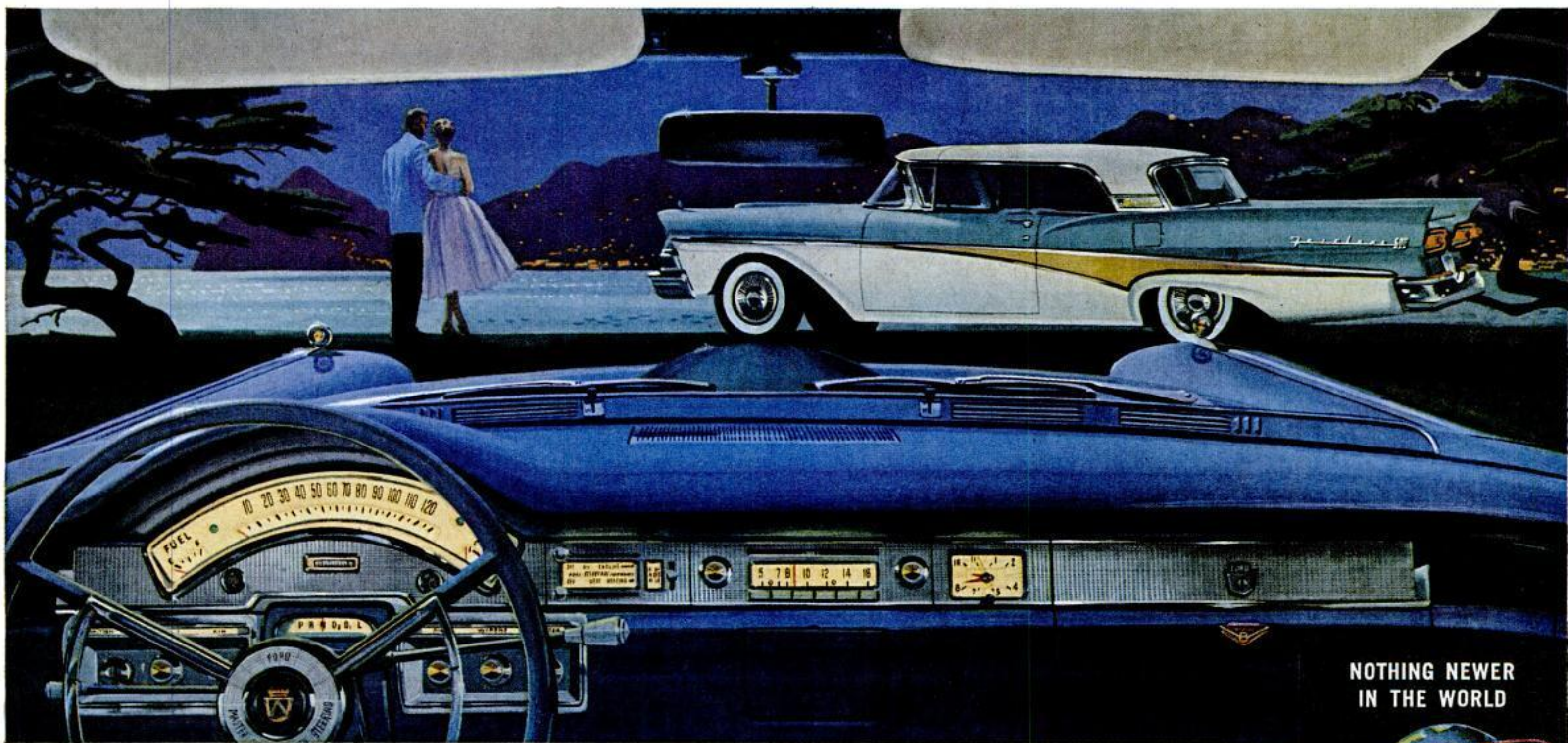


NEW DRIVE CONTROL



Versatile Cruise-O-Matic Drive! Set selector in D₁ position for brisk, solid-feeling take-off. Select D₂ for gentle, sure-footed starts. What's more, when new Cruise-O-Matic Drive is teamed with a new Interceptor V-8 engine it can give you up to 15 per cent more gasoline mileage.

world than **FORD** for 58!



NOTHING NEWER
IN THE WORLD



Take the wheel and get that fine-car feeling! Then you'll know that Ford really *rated* the rave notices it received in its triumphal, round-the-world trip. For, more than just a thrilling years-ahead new look in cars, you get a new standard of how a car should *behave*. Your toe gets response more quickly and smoothly than ever. Automatic driving reaches a new plateau in ease and

control. New Magic-Circle Steering makes parking a pleasure—turns traffic into child's play. And bumps? They seem to disappear . . . whether with new *Ford-Aire Suspension* or with greatly improved standard suspension. See your dealer for the whole story of a car that's excitingly different. You'll see 22 new models—a new world of style at the famous low Ford prices.

How to carve a roast turkey...

1 With turkey legs at carver's right, plunge fork into bird just below breast. Start to sever leg and thigh.

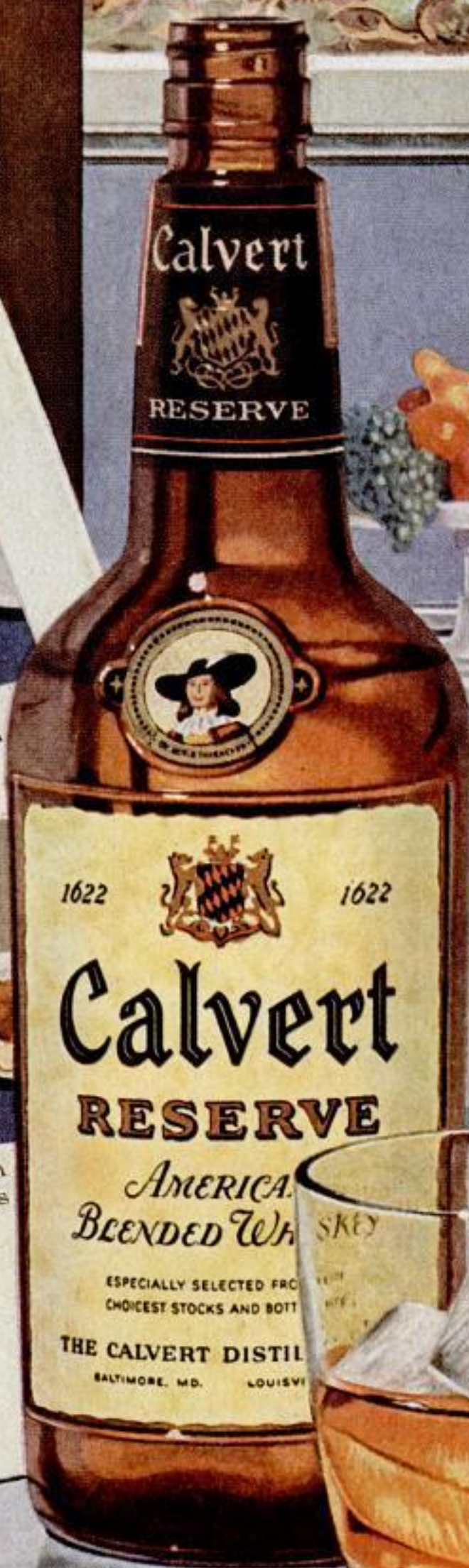
2 Grasp leg bone in hand and pull thigh and leg away from body of turkey. Cut joint if necessary.

3 Grasp wing in left hand, pull back as far as possible and work knife through joint. Remove wing.

4 Carve thin slices the full sweep of the breast from top to bottom of the bird.

5 Holding the leg firmly in left hand, cut through the joint that separates leg from thigh.

6 Cut long slices from thigh. Slice sections of meat from leg.



What every holiday host should know...

CLEAR HEADS AGREE: *Calvert tastes better*

Earn yourself a master's degree in the art of holiday entertaining. Serve Calvert. It's the clear-headed thing to do—because Calvert makes any occasion extra-special, favorite drinks extra-flavorful.

Call for **Calvert** Reserve
Nothing finer in American taste

THE BABYDOLL THE RODEO COWBOYS ALL LOVE



FROLICKING between acts, Babydoll rolls on floor. A relaxed horse, she is ideally suited for rodeo work.

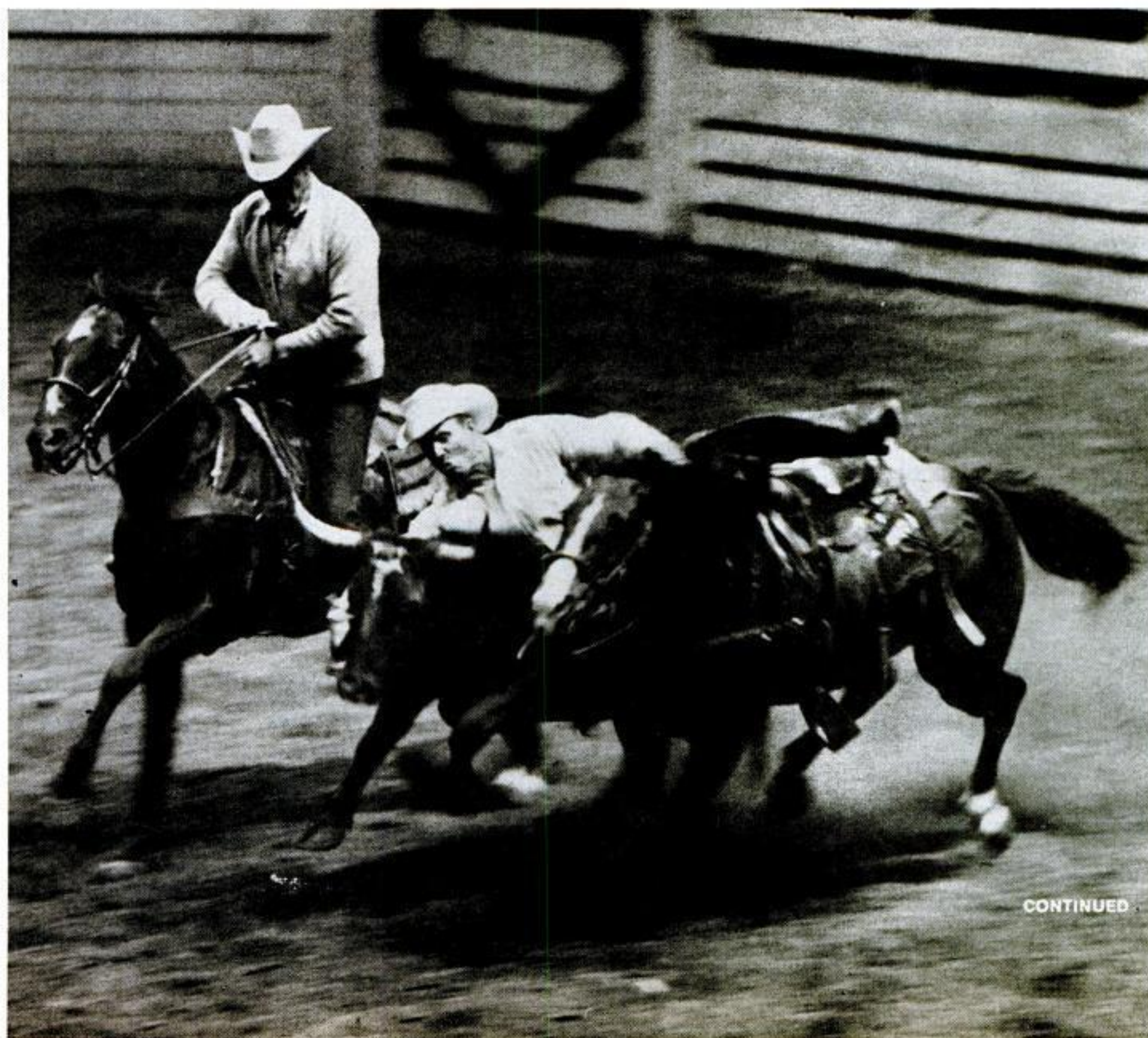
WORKING in bulldogging competition, Babydoll (right) starts to veer away as Cowboy Bob Maynard

lands on steer. Owner Willard Combs rides on hazing horse (left), which keeps steer running straight.

A talented horse helps riders earn \$75,000 in steer wrestling

Babydoll is a stubby, playful cow pony with the anonymous role of chasing the steer in bulldogging contests, but she has earned more money and affection than many race horses. At each rodeo stop cowboys clamor to ride her. For Owner Willard Combs, world champion steer wrestler, and other cowboys who borrow her to use in competition, Babydoll has earned over \$75,000 this year. "She knows bulldogging better than some of the guys who ride her," says the famous cowboy, Bill Linderman.

Babydoll's act is so quick few rodeo fans even notice her. When the steer is released, Babydoll bolts into action. She reaches the steer in quick strides, putting the rider in perfect position to make an easy "catch" (right and next page) and to earn big prize money by downing the steer in winning time. Owner Combs gets a percentage of the rider's winnings and Babydoll can earn \$550 in a single run.



CONTINUED



An easy-to-take flash photo will keep this family together forever!

Thanksgiving pictures are easier to take *indoors* than out

A Press 25 flashbulb gives your camera a *measured* amount of light. Whether it's from five feet or twenty-five—slow or fast action—you get a crisp, clear photograph *every time*. Don't miss Thanksgiving and Christmas opportunities to bring the family album up to date.

Buy Sylvania Press 25 flashbulbs today.

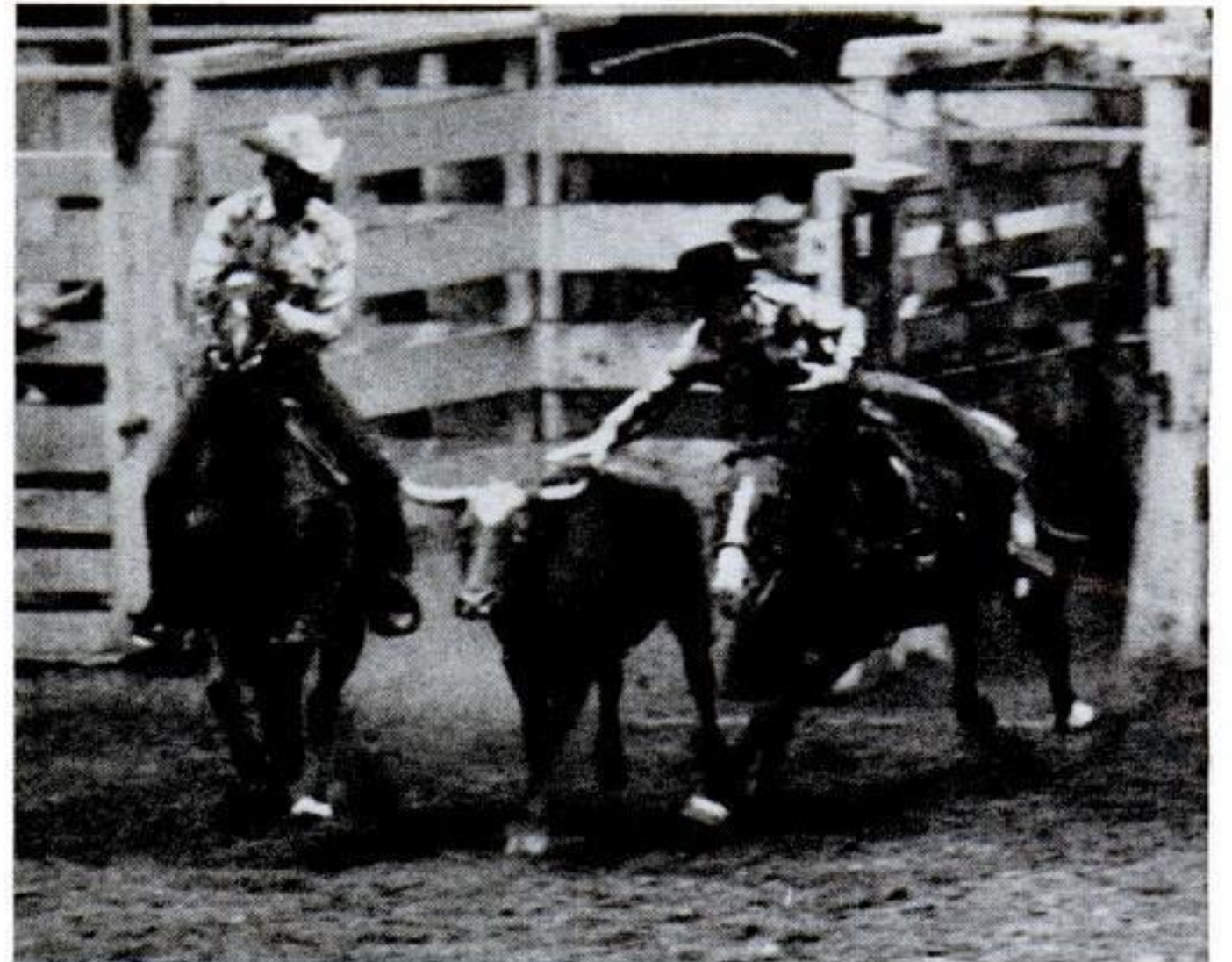
Holiday Pack features 3-D cutouts! Sylvania's gay Holiday Pack includes colorful "flashbulb figures" and twenty-four "all-purpose" flashbulbs. Wonderful way to give—or get—the world's most popular flashbulb!

SYLVANIA ELECTRIC PRODUCTS INC., 1740 Broadway, New York 19, N. Y.
LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY

SYLVANIA outsells all other brands of flashbulbs combined!

Babydoll CONTINUED

A SKILLFUL, TWO-SECOND JOB



APPROACHING THE STEER, Babydoll stretches out her neck and legs to bring saddle in ideal position as bulldogger starts his leap. Combs is at left.



CUTTING OUT, Babydoll pulls sharply away after depositing bulldogger on steer. "She knows every move the steer makes," says one admiring rider.



HER JOB FINISHED, Babydoll runs out toward end of arena as bulldogger wrestles steer. Her job lasts two seconds and she does it six times a day.

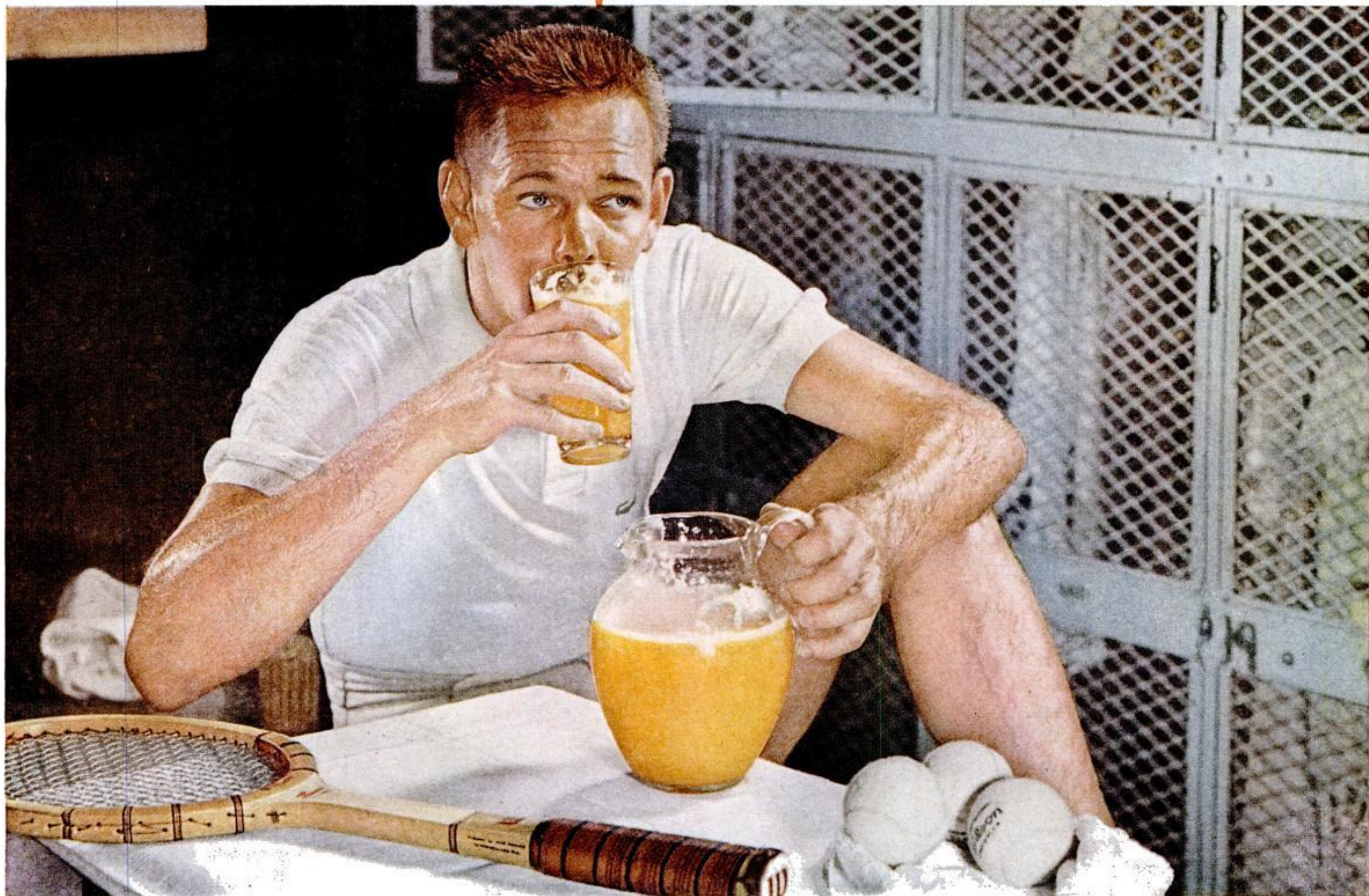
CONTINUED

Question:

Why does Jack Kramer crave orange juice after a fast tennis match?

Answer:

His Body Wisdom tells him he needs extra Vitamin C and quick energy!



Jack Kramer, world-famed tennis star

**Are you active, busy?
Then you need extra orange juice, too!**

Stop and count—and you may find you cover as many miles per day as “Mr. Tennis” himself, and use up Vitamin C and energy just as fast. So when *you* have that same craving for a big, cool glass of orange juice, your Body Wisdom is telling you, too, to replenish Vitamin C and energy. You *need*

that extra juice, because—for busy, active people—having it with breakfast is just not enough.

Today, stock up on delicious Fresh-Frozen Orange Juice from Florida. It's rich in Vitamin C; it gives you quick energy. Make an *extra* pitcher-ful every morning!



CHILDREN must have extra juice when they play hard to keep up energy and Vitamin C!



OUTDOOR WORKERS burn up Vitamin C and energy faster, must replace it often!



MOTHERS-TO-BE should double their intake of orange juice for extra Vitamin C!

*This little can
makes 4 big glasses!*

Less than
5¢ a glass!



© Florida Citrus Commission,
Lakeland, Florida, 1957

FRESH-FROZEN ORANGE JUICE Packed with Florida Sunshine!



Sleeping Beauty's Castle at entrance to Fantasyland. On Disneyland's Main Street U.S.A., CAREFREE CORNER is the Information Center maintained by INA and their independent agents

Their happiness castle

Fantasyland is such fun! What family could resist the magic of happiness that brightens Disneyland like sunshine! That is why Walt Disney's Magic Kingdom is called 'the happiest place on earth.' Visitors leave their troubles behind.

This Disneyland peace of mind can be enjoyed all through the year with the new Family Accident & Sickness policy developed by the North America Companies (INA). Like the

famous INA Homeowners and Tenants policies that add so much to home protection, it is a *package policy*. It was created in the same dedicated spirit of service to provide your family with the special security it needs and should have.

INA's new Family Security Program against accident and sickness is unique. It is actually **FOUR** policies in **ONE**. And so flexible that you can make it your entire program or select just

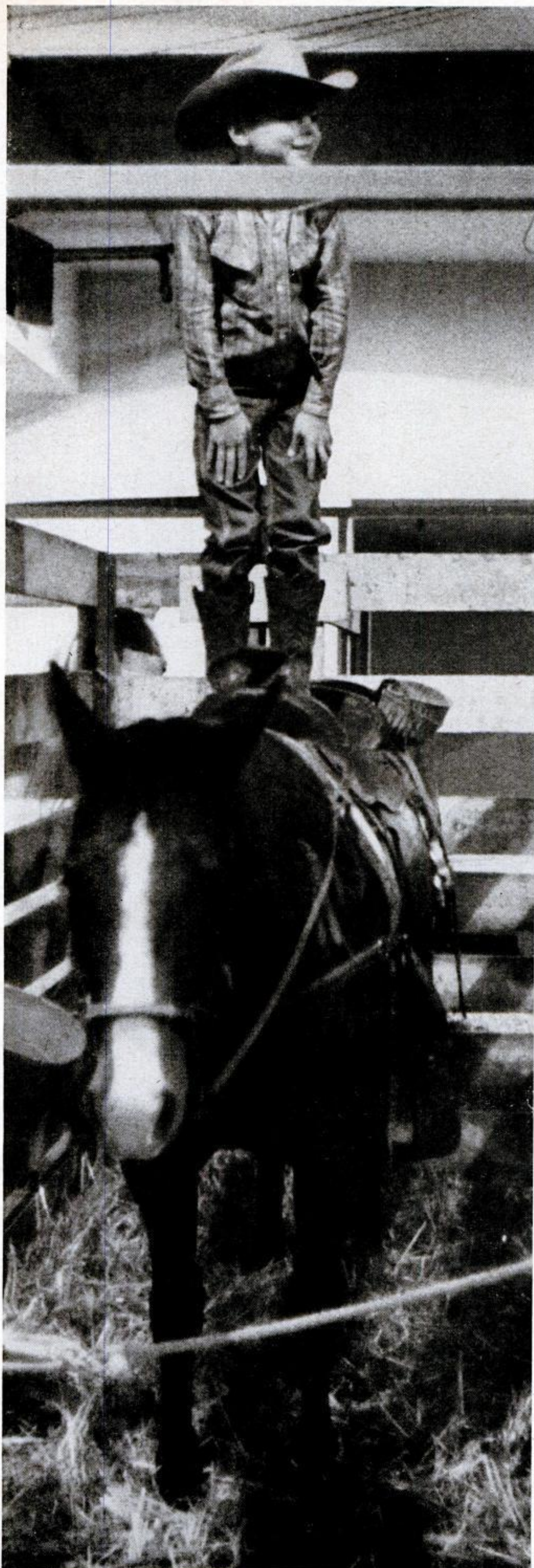
the portions needed to fill out the insurance you now have. Ask your INA agent about this program. It is a foundation for the happiness castle that healthy young families are building for their future!

* * *

Insurance Company of North America • Indemnity Insurance Company of North America • Philadelphia Fire and Marine Insurance Company • Life Insurance Company of North America • Philadelphia

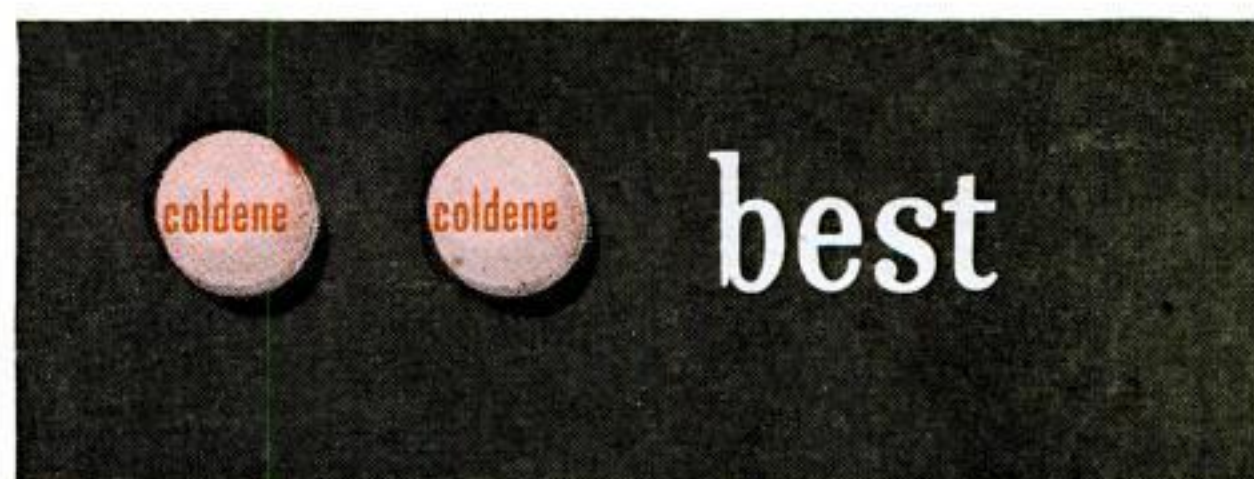
INSURANCE BY NORTH AMERICA





AMIALE BABYDOLL stands placidly in her stall between performances and permits Owner Combs's 5-year-old son, Rocky Lee, to do stunts on her back.

For colds



If you take aspirin or buffered aspirin for a cold, two aspirin tablets are more effective than one as a pain reliever.

Better still is one aspirin and one Coldene Cold Tablet. This combination gives pain relief plus relief for other miseries a cold brings.

But—for fastest, surest relief—for feelable relief in minutes from the symptoms of a cold, take two Coldene Cold Tablets every three hours.

Coldene Cold Tablets . . . 1. give effective relief from sneezes, sniffles, stuffy nose . . . 2. help ease raw and irritated throat membranes . . . 3. are the only cold tablets that relieve a cough . . . 4. calm that tiring, ache-all-over feeling . . . 5. get into the bloodstream fast.

Ask your pharmacist to examine the Coldene Cold Tablet prescription printed on each bottle and carton. He'll tell you Coldene is powerful, fast, effective. Twenty tablets \$1.

Copr. 1957 by The Pharma-Craft Co., Batavia, Ill.

Coldene



coldene is a registered trade mark of Pharma-Craft Company.



1938

EARLY AMERICAN picture appeared in *Vogue* and showed Lisa modeling a French evening gown. It was taken in Paris a year before she came to U.S.



1940

PHOTOGRAPH BY HORST WAS USED TO ILLUSTRATE AN ARTICLE ON BEAUTY

Noted Model Designs Late Late Wear

For over 20 years Lisa Fonssagrives has proven herself a fabulous exception to the general rule that fashion models have short careers. Even before she came to the U.S. in 1939 Swedish-born Lisa was at the top of the modeling heap, a position she has maintained ever since, earning as much as \$1,500 during a busy week, and once appearing 103 times in a single issue of a fashion magazine. Now, at 46, and as lovely as ever, Lisa has embarked on a new career—as a fashion designer. On the following pages she appears modeling her own line of lingerie.

Although she spends her working days in the most exotic creations Paris can offer, Lisa has always designed most of her own clothes. Four years ago, at the request of her husband, Photographer Irving Penn, she designed some clothes for his pictures. This year she began designing professionally. Her first collection, a combination of lounging and nightclothes, ranges from flowing Oriental styles in splashy colors to stark white crisply cut pajamas. They are intended, she says, "for ladies with successful husbands who come home late from work."

HUSBAND PENN PHOTOGRAPHED LISA IN MOROCCO FOR A "VOGUE" STORY



1952



PRINT PAJAMAS have a cowl neckline and harem pants and can be worn with or without bare midriff. They are of flower-printed chiffon, and like all of Lisa's designs are made in luxurious pure silk. (Pajamas cost \$30.) For lounging, or

for serving a midnight supper, she chooses her accessories very carefully, here wears matching pink mules and a heavy pearl bib. The lingerie was designed for New York's Lord & Taylor, but it will also be available in other stores.

CONTINUED



ROSE PRINT BOLERO in quilted silk is worn with a floor-length nightgown. The empire-waisted gown has matching floral appliqué on the bodice and a very full skirt which hangs almost like an evening dress. (Jacket, \$18, gown \$30.)



← **HOODED GOWN** of green printed chiffon was inspired by an Arabian burnoose. Cut straight and pulled over the head, it is worn loose. The hood is decorative, but Lisa thinks it would be comfortable on chilly nights (\$40).

LACY PAJAMAS have a → see-through midriff and show off Lisa's 23-inch waistline. The wide neckline is buttoned with rhinestones at the shoulder. Both the blouse and the calf-length pants are edged in imported lace (\$25).

PAJAMAS AND COAT, Lisa thinks, are perfect for solitaire while waiting up for husband. The pajamas are one piece, fitted over waist and hips (\$25). Hip-length taffeta jacket (\$25) is useful also for alfresco breakfasts.



➤ ➤ ➤ Exciting gifts – right out of
 Bell & Howell **ELECTRIC EYE** cameras!



Electric Eye automatic 8mm. The Electric Eye does all the work. You can shoot action the second you see it (there's nothing to adjust) . . . get good color movies whether you shoot in sun, shade or glare! 290-EE with f/1.9 lens, \$169.95.

Electric Eye automatic 16mm. World's first Electric Eye camera. Automatically insures correct exposure of every single foot of film. Magazine-loaded . . . 5 shooting speeds, including slow motion. 200-EE with f/1.9 lens, \$329.95.

With this unique Electric Eye these new cameras set their own lenses instantly, continuously—and so accurately that every foot of film is correctly exposed.



Most exciting news in photography! New Bell & Howell Electric Eye cameras are so automatic, even a beginner gets perfect exposures on first try. The Electric Eye does all the work, and it's more accurate than human judgment. You can shoot in shade one moment, in glare the next—without adjusting. Electric Eye ends disappointment over too-light and too-dark scenes!

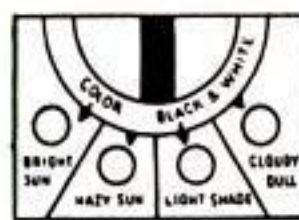
today's headlines



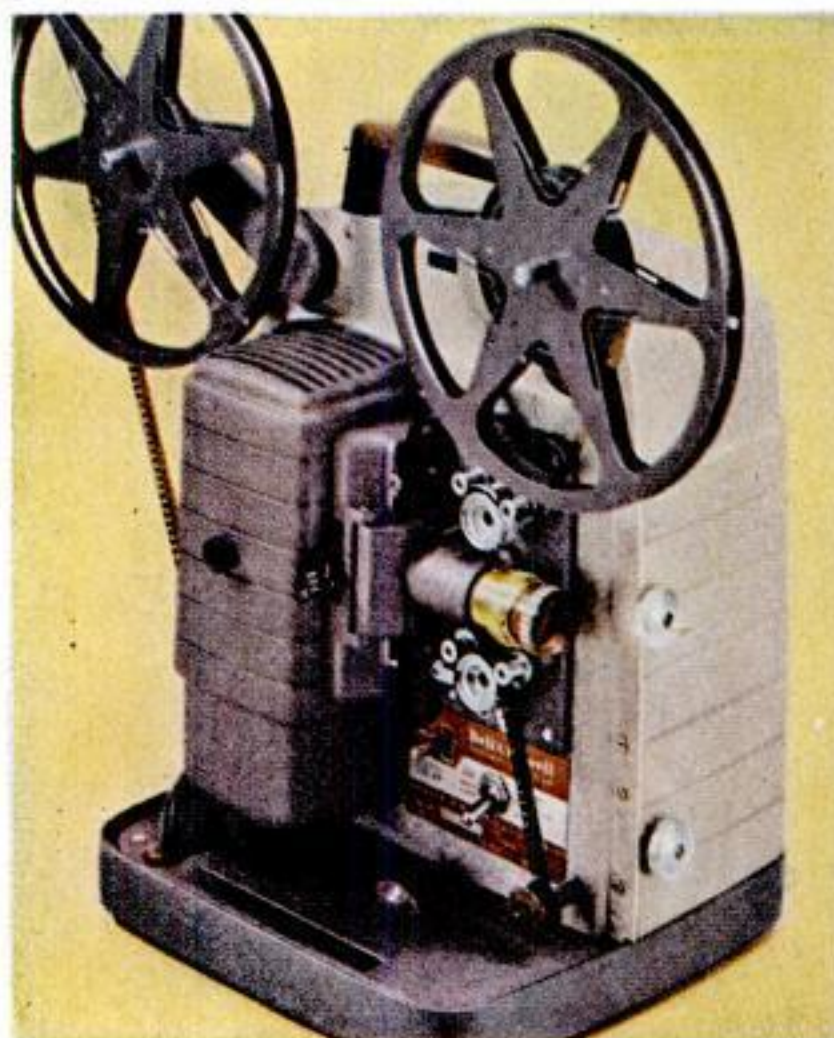
Electric Eye automatic 16mm threads itself. Electric Eye makes movie-taking as easy as pointing your finger. Spool-loaded . . . 5 shooting speeds. 240-EE with f/1.9 lens, \$329.95.

Make someone's Christmas *extra-special*! On this page you'll find something to gladden the heart of any photographer, rank amateur or near-professional. For here are today's most automatic cameras and projectors—with the name "Bell & Howell" on the package to prove it.

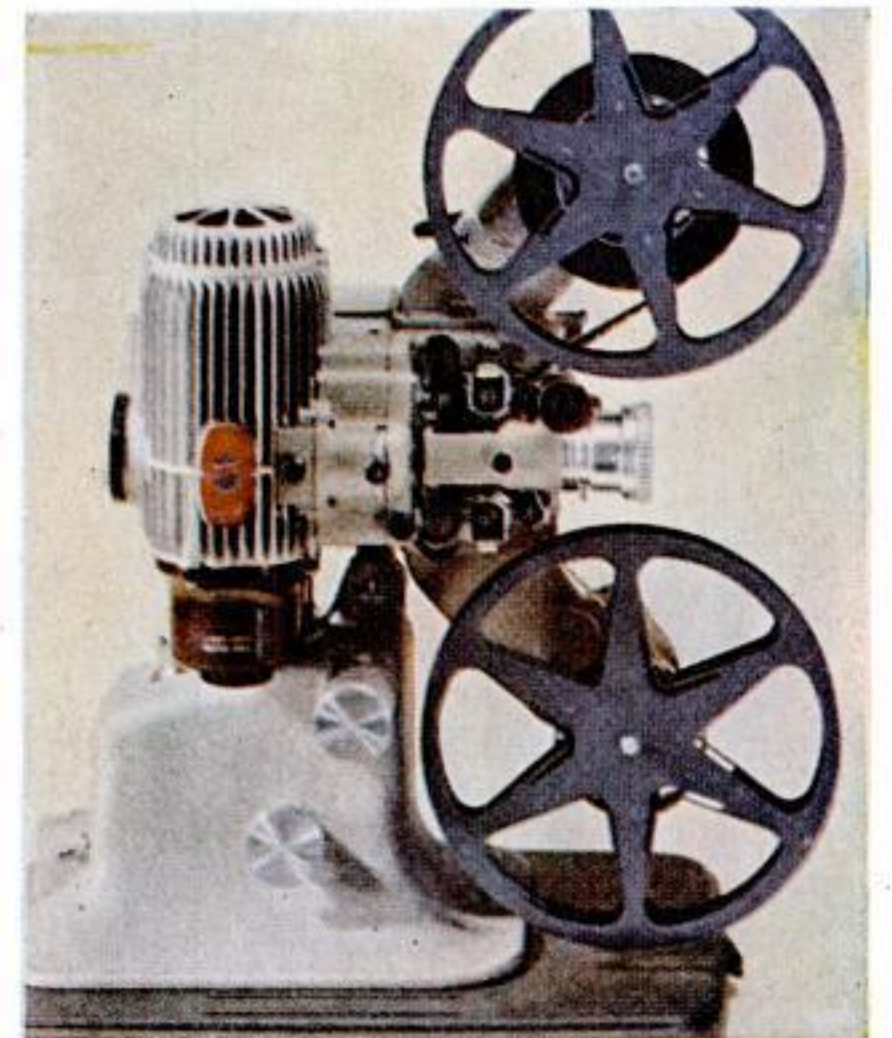
See your photo dealer today or write for free illustrated literature. Bell & Howell, Department L-10, Chicago 45, Illinois. In Canada, 88 Industry St., Toronto.



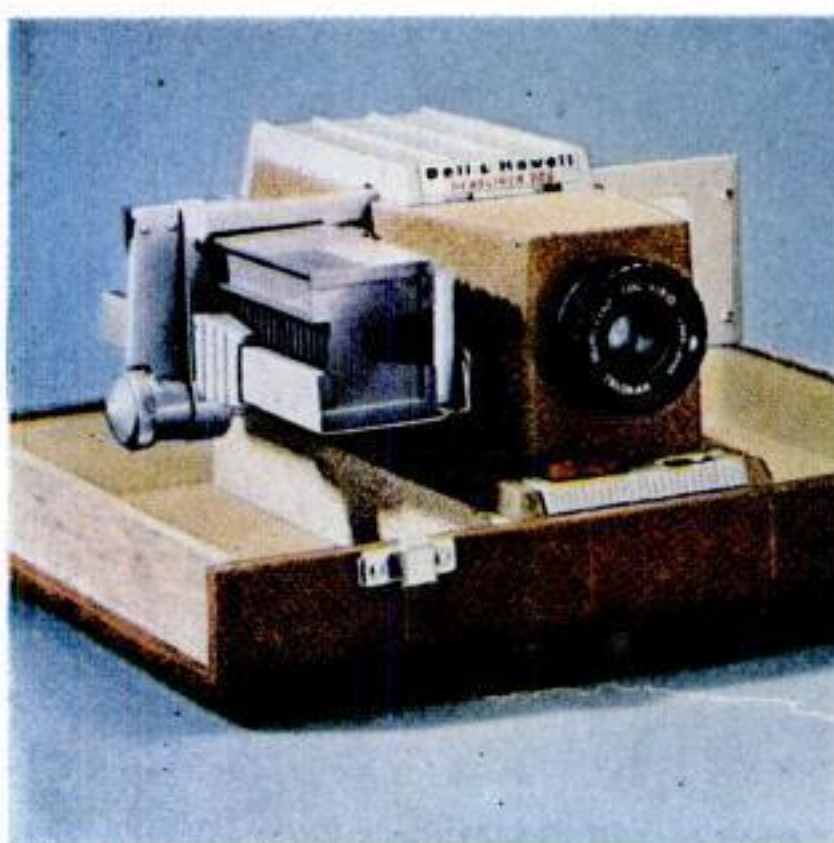
Sun Dial simplicity. Just set the dial . . . sight . . . shoot! Styled for family use — and family budgets. On the left: 220 Wilshire. Low price includes sharp f/2.5 lens and giant viewfinder. One winding lasts six average scenes. Only \$39.95. On the right: new 252-TA Monterey turret camera. Has three fast f/1.9 lenses including wide-angle and telephoto. Only \$99.95.



8mm movie projector gives big pictures in small rooms. Special f/1.5 Filmovara lens does it. Reverse and still-picture projection, 500-watt lamp. 253-RY Monterey Deluxe, \$114.95. Other Monterey models from \$69.95.



16mm movie projector with variable speed control. Slow down the action or speed it up! Run film backwards or stop on a frame! 750-watt concentrated filament lamp. 2" Super Proval lens. 173 Diplomat, \$299.95.



New 35mm slide projector. Has bright 300-watt lamp, powerful cooling fan, semi-automatic changer. Headliner 706, \$62.50. With automatic electric changer, \$86.00. Other slide projectors from \$39.95.



Completely automatic slide projector. Shows slides by itself. Viewing cycle can be pre-set. You can hold or change slides from your chair — remote control! Robomatic complete with carrying case, \$149.50.

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when you enjoy the "keep regular" benefits of Post 40% Bran Flakes.
Tastes so good, too—lots of folks eat it for the flavor alone.
That's probably why Post is the biggest-selling bran flakes in the world.
Try some—see if you don't feel swell yourself!



"ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER"

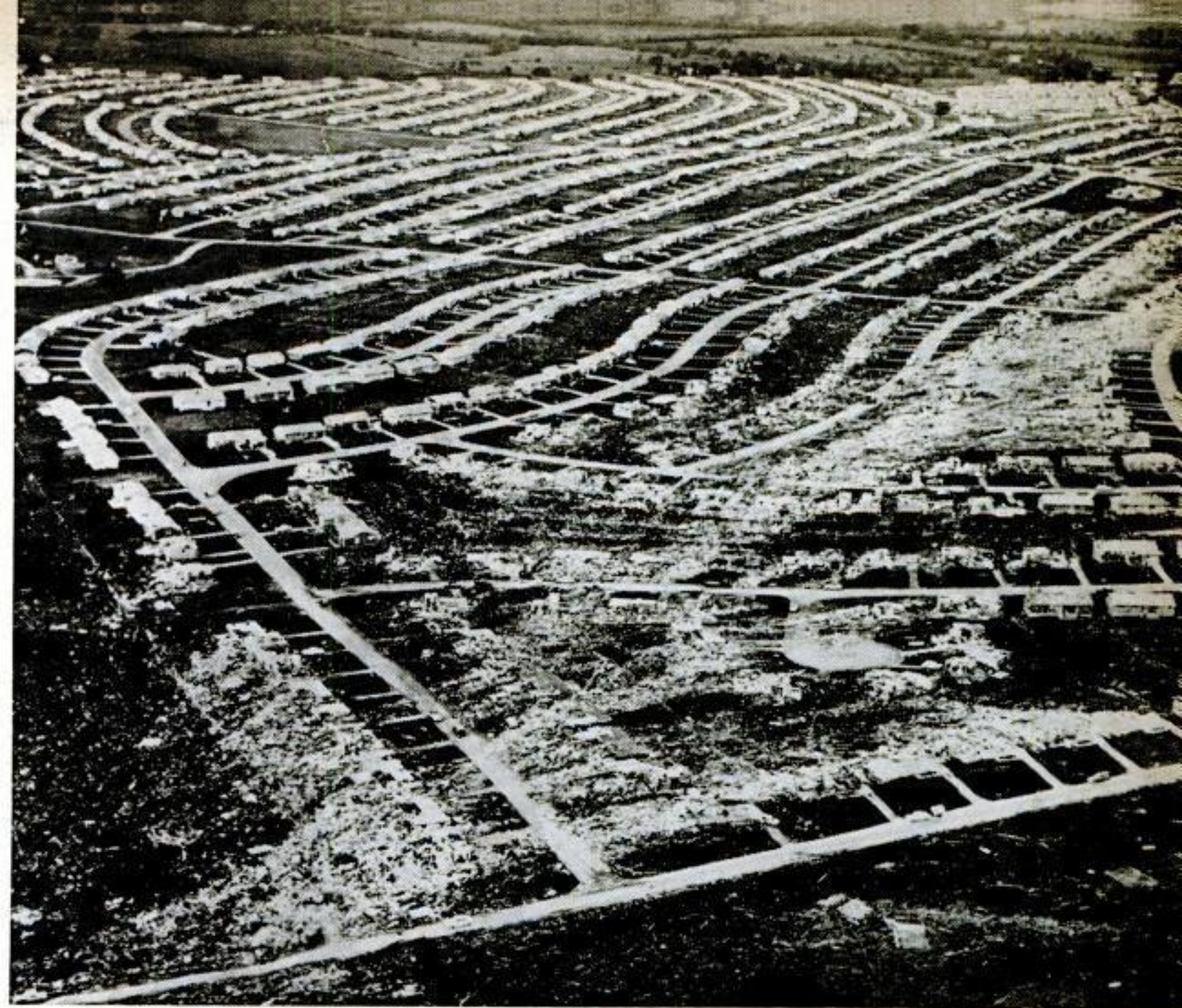


The Breakfast Foods of General Foods

DEVASTATION REPAIRED

As the great succession of tornadoes roared through the Southwest and Midwest last spring (LIFE, June 3), the suburban community of Ruskin Heights, Mo., 12 miles from Kansas City, was gored by a twister. Blasting through the town, the tornado leveled 600 houses, demolished the shopping center and high school, left 30 dead and 156 injured. Surveying the wreckage, builders promised to have the town rebuilt in 60 days.

The forecasts of the builders underestimated the size of the job, but five months after the disaster the suburb has made a remarkable recovery. Some 550 houses have been rebuilt or restored at a cost of \$5 million. The shopping center is nearly finished. The school, which will reopen next fall, is going up. Most insurance companies made generous allowances for the losses, replacing shrubbery, fences and other outdoor equipment destroyed by the tornado. As the people of Ruskin Heights have moved back after being squeezed in with friends or relatives, most find themselves living in newer, nicer houses than the ones they lost.



TWISTER'S TRAIL was a wide swath through the middle of residential section, after the tornado veered off from Kansas City and struck Ruskin Heights.

IN REBUILT RUSKIN HEIGHTS ONLY FEW EVIDENCES OF TORNADO REMAIN. FORTY HOUSES ARE UNDER CONSTRUCTION, WHILE 10 HAVE NOT YET BEEN STARTED



Tussy takes the "growing pains"
out of adolescent skin
with its new 3-step Medicare Set.

First, Creamy Masque **cleans** by
"floating out" clogging oil and grime better than
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brightens as it stimulates and
refreshes your skin. Third, Medicated Lotion,
the antiseptic make-up base, **covers-up**
as it helps heal. (Add a Medicare Stick for
quick touch-ups and you're set for the day.)



MEDICARE by **TUSSY**

3-step set of Creamy Masque, Skin Toner and Medicated Lotion (Light or Medium Shade) \$2.95. Medicare Stick, \$1. 2-step set of Creamy Masque and Medicated Lotion, \$2.00. All prices plus tax. On Canadian counters, too. ©Tussy, 445 Park Avenue, New York.



DRAWING BY ALLISON

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PACK OF COLLEGE PREXIES IN SEARCH OF CASH



FUND-RAISING PRESIDENTS include (seated from left): St. Lawrence's Eugene Bewkes, Manhattanville College of the Sacred Heart's Mother Eleanor O'Byrne, College of St. Rose's Sister Catherine Francis, D'Youville's Sister Regina Marie, Nazareth's Mother M. Helene, Vassar's Sarah Blanding,

Colgate's Everett Case; (rear, from left) James Case Jr. of Bard, Alfred University's M. Ellis Drake, Russell Sage's Lewis Froman, Hartwick's Miller Ritchie, Elmira's J. Ralph Murray, Houghton's Stephen Paine, Skidmore's Val Wilson, Wells's Louis Long, Wagner's David Delo, Union's Carter Davidson.

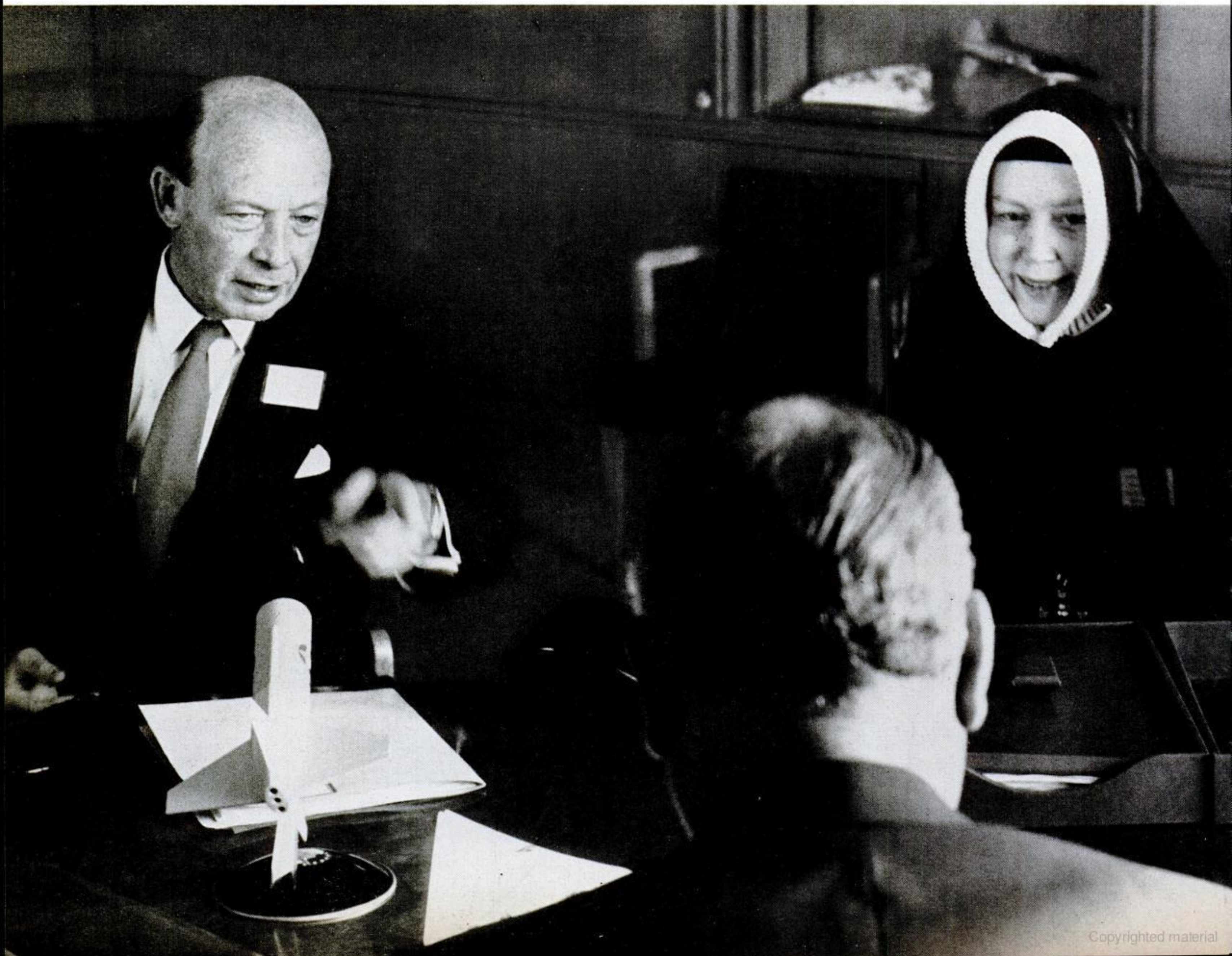
New York educators join forces to sell industry their product

In the vital business of raising money, private colleges used to fend individually for themselves. But with skyrocketing costs and a growing tendency to look to industry for support, private colleges are now adopting a wolf-pack technique in fund drives.

Last month, "putting all our begs in one ask-it," as Colgate's Everett Case expressed it, a group of presidents from 22 New York colleges barnstormed half a dozen upstate cities to raise \$500,000 from industry. In each city they fanned out in teams of two (*below*) to convince prospects that industry has a stake in higher education. Often leery at first, businessmen soon found they could talk turkey with the prexies whose job requires them to be hardheaded businessmen themselves.

With returns still coming in, 89 of the 250 firms approached were considering the request favorably and 50 had already promised help.

AT BELL AIRCRAFT IN BUFFALO, PRESIDENTS EVERETT CASE (LEFT), MOTHER ELEANOR O'BYRNE GIVE PITCH TO BELL PRESIDENT LESTON FANEUF. HE GAVE \$5,000



(Left) Diamond-patterned sequined cardigan, about \$20. (Top right) Bateau bulky, about \$13. (Bottom) Ribbed trimmed cardigan, about \$9. At fine stores everywhere. All are typical of "The Sweatered Look in 'Orlon'".



the sweatered look in ORLON[®] stays dream-soft, dries in shape

Whether you're doing the town or decorating the tree, there's a sweater of care-free "Orlon" acrylic fiber to help you do it in. Choose from the gayest collection ever of styles, textures and colors...jacquards, heather mixtures, country styles, fur blends, new bulkies, and versatile classics. And "Orlon" bestows on all the lasting gifts of luxurious softness, shape retention, lightweight warmth. Beautiful to give—and to get!

BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY.

*"Orlon" is Du Pont's registered trademark for its acrylic fiber. Du Pont makes fibers, does not make the yarn or sweaters shown here.

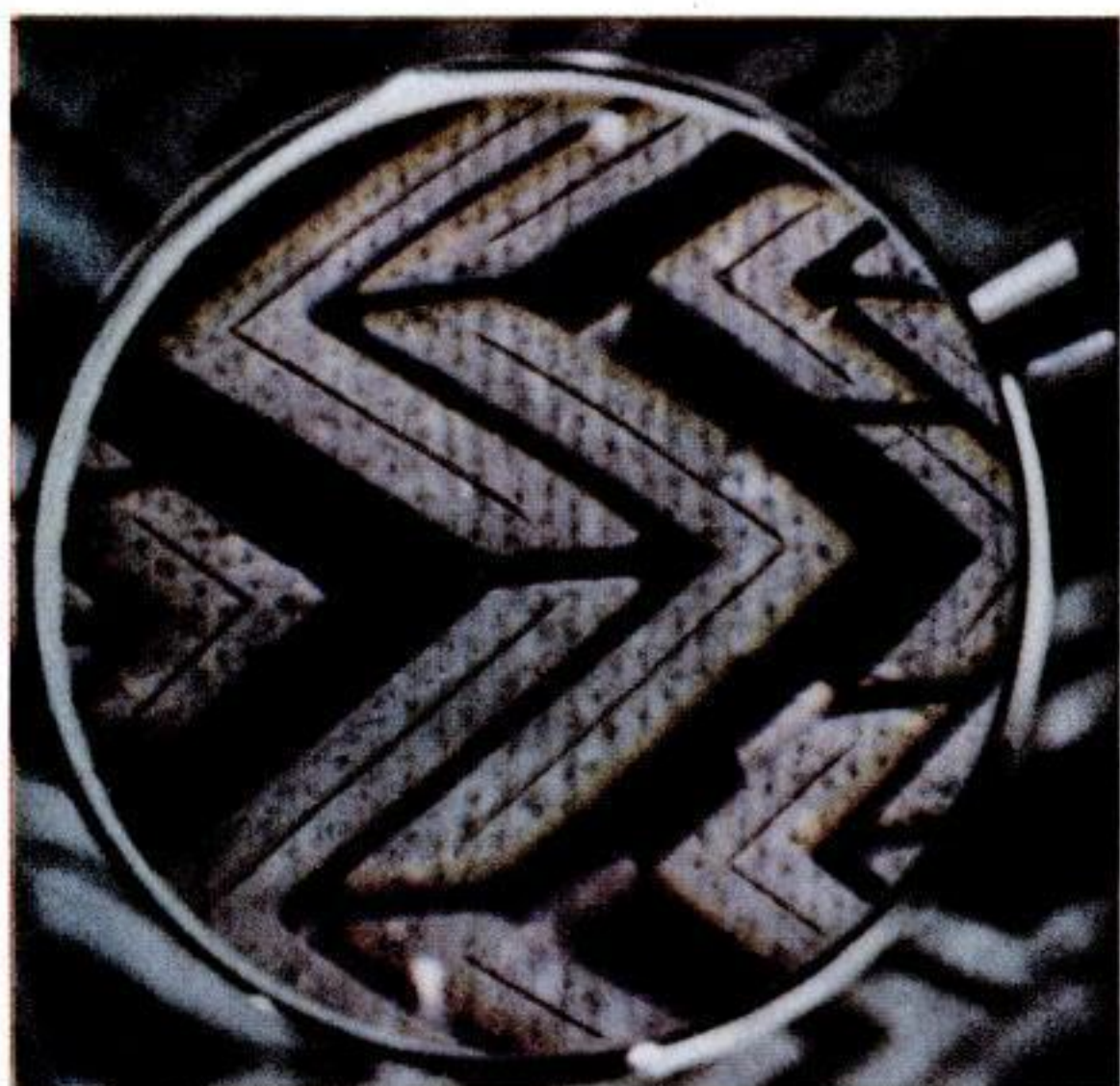


GUARANTEED TO GO THRU ICE, MUD

FIRESTONE TOWN & COUNTRY TIRES WITH

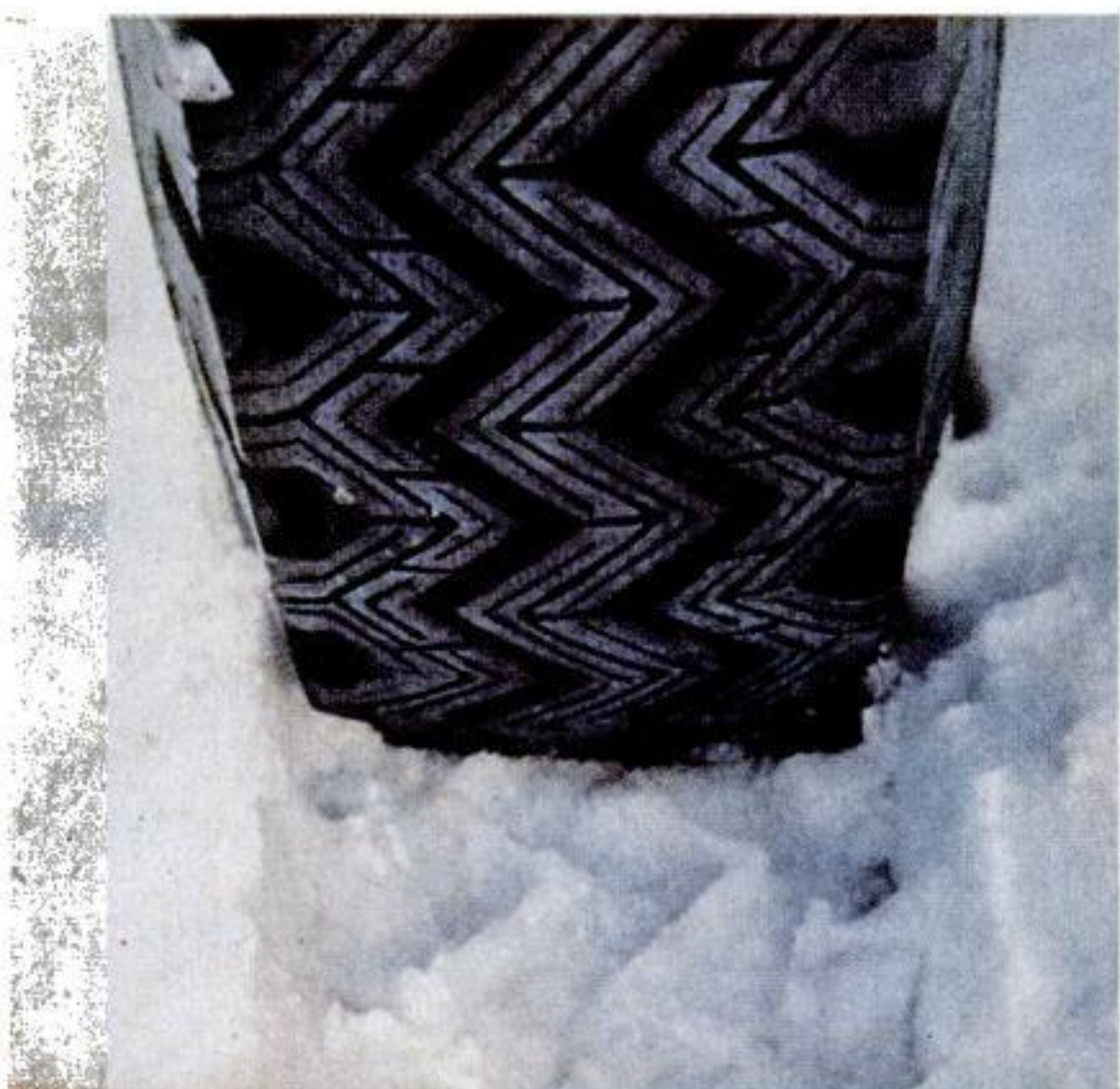
1

WITH HUSKY, DEEP-BITING TRACTION BARS No more spinning in snow, slush or mud when these traction-action bars bite in and take hold! Yet on dry roads you get hum-free, whine-free riding comfort and long, carefree mileage comparable to a regular passenger car tire.



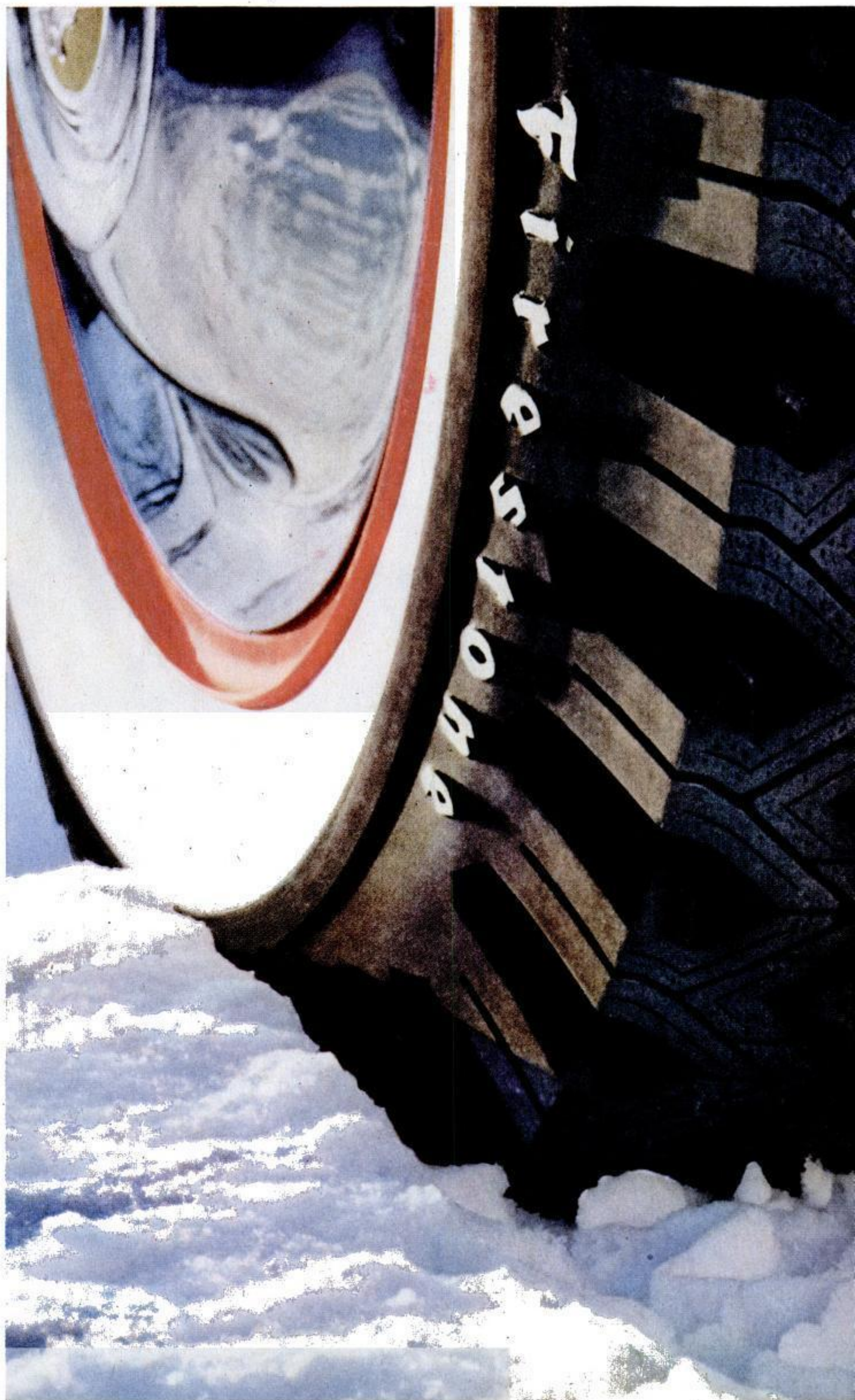
2

WITH BUILT-IN SKID-RESISTERS AND SHARP-ANGLED CLEATS Those action-angled cleats, molded in the extra-width tread, are powerful non-skid forces in themselves. But that's not all! Their design also includes thousands of almost invisible Skid-Resisters for extra gripping action on slick surfaces.



3

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Good brakes are vital to safe winter driving. Firestone Matched Set Brake Lining assures you of safe, dependable stopping power on any roads, in any weather all the year round.



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THEATER

LENA LIGHTS UP 'JAMAICA'

She turns Broadway tunefully tropic

Jamaica, Broadway's latest song and dance show, does precious little to advance American musical comedy as an art form, but it still provides a lot of high-voltage entertainment. The chief contributor is Lena Horne (cover), who for years has been a top nightclub singer, film actress and recording artist. Now, making her debut as a Broadway star, she shines like a tigress in the night, purring and preening and pouncing into the spotlight and hurling herself into eight first-rate songs by one of America's best composers, Harold Arlen.

In the slimmest possible plot, written by E. Y. Harburg and Fred Saidy, Miss Horne is a restless Jamaican beauty in love with a happy-go-lucky fisherman, winningly played by Ricardo Montalban. He prefers their own island paradise; she wants to run off with a visiting New Yorker and see the big city's sights. But thanks to a timely hurricane, she stays home where she belongs. Despite its slapdash dramaturgy, *Jamaica* is so abundantly tuneful and tastefully staged, so full of lively dancing coached by Jack Cole, that it gives its customers the satisfaction of seeing a glorified nightclub show without the bother of dealing with head waiters.

CUDDLING HER LOVER (Ricardo Montalban), Lena decides to marry him after he has grown rich on hungry natives by trading his fish for their pearls.

DANCER JOSEPHINE PREMICE (TOP CENTER) JOINS JAMAICANS WHO SING HYMN TO "YANKEE DOLLAR" AND DRESS UP QUAINLY TO GET TOURISTS' MONEY



Schlitztoast to the happy home



or have a good Schlitzwarming



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So light...JUST THE KISS OF THE HOPS

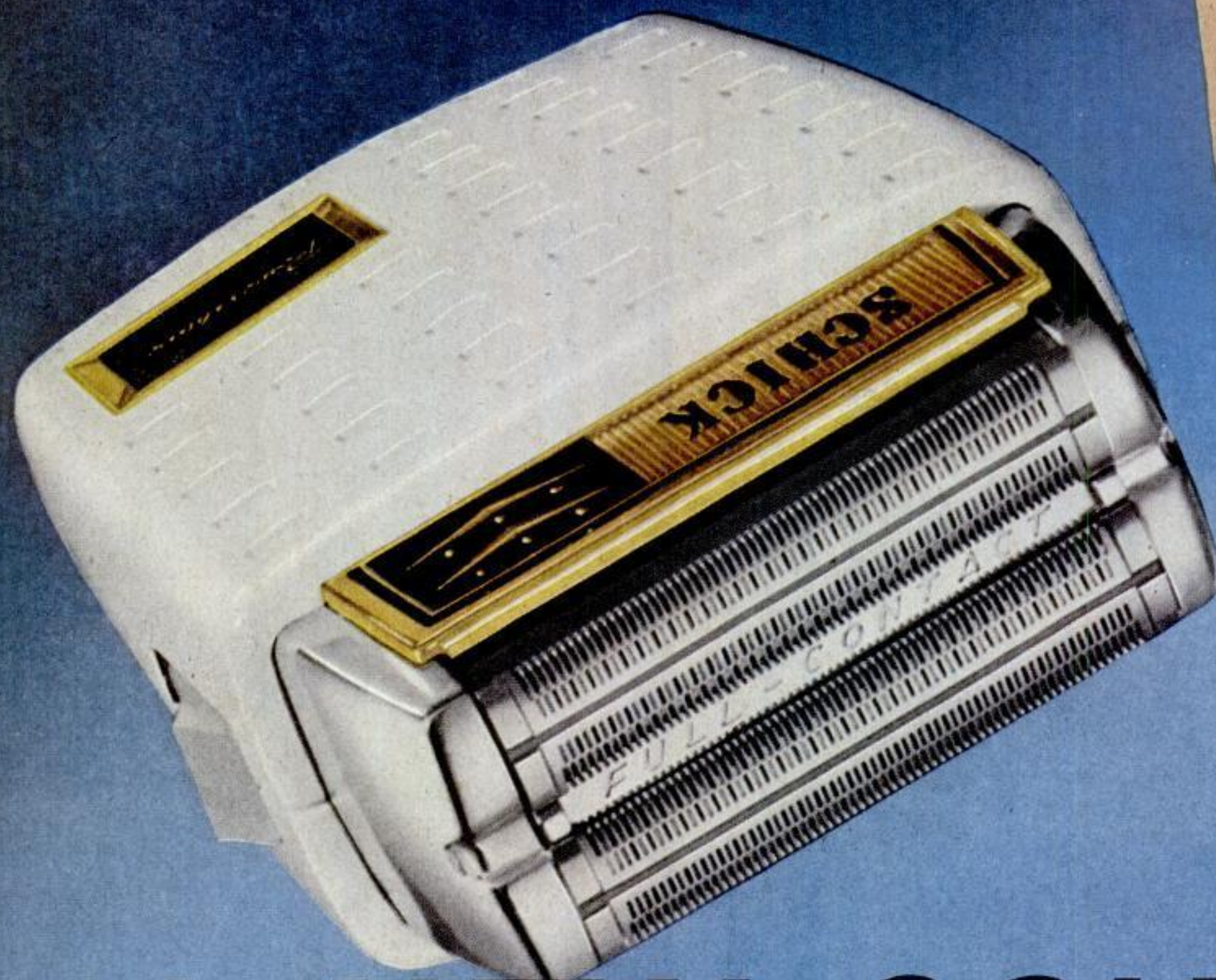
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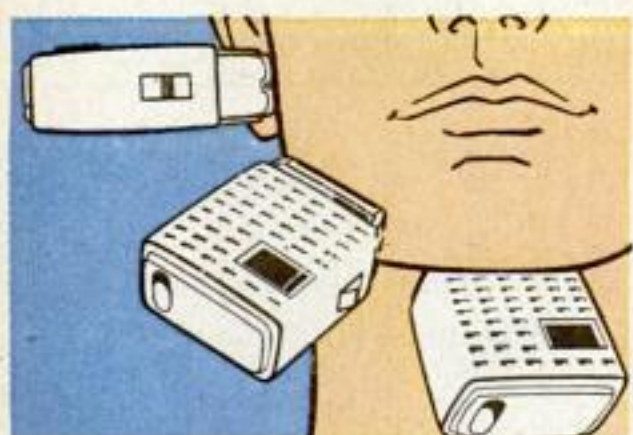
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SCHICK—*first in electric shaving*



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'JAMAICA' CONTINUED

She wants Joe to go slow



SINGING TO A LOVER, Lena imagines that she has left Jamaica and become a nightclub star. The sultry song she sings in her dream ends, "Don't you know that love's a long goodbye, so go slow, Joe."

CONTINUED

115

**I didn't know
one note
from
another...**



**but in just 15 minutes
I was playing the
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CHORD ORGAN**

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Just think... without lessons, without endless hours of practicing, you're playing this new kind of organ in minutes... the exciting, NEW Wurlitzer Chord Organ! Its extra low price and extended terms are perfect for your budget.



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Please send me your free 33 1/3 R.P.M. demonstration record.

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'JAMAICA' CONTINUED



ARLEN LOVE DUET in composer's light, lyrical style, *Pity the Sunset*, is sung by Lena and fisherman of *Jamaica* as he takes her for a romantic cruise.

Little-known hit man

For 25 years the rich, virile melodies of Harold Arlen have proved enduringly popular with Americans. But Arlen himself has remained a little-known composer. Many of his hits like *Stormy Weather*, *Blues in the Night* and *That Old Black Magic* were not identified with an important show or movie, so his name never had much publicity. A Buffalo cantor's son, born in 1905, Arlen started to write for such Negro entertainers as Ethel Waters and Cab Calloway, and this has left a strong flavor of blues in his music. But his favorite batch of songs, written with his *Jamaica* lyricist, E. Y. Harburg, was for the light-hearted *Wizard of Oz*, with its graceful *Over the Rainbow*.

Two days after *Jamaica* opened in New York, an orchestral suite from Arlen's new *Blues-Opera* was played by Andre Kostelanetz at a New York Philharmonic concert. *Blues-Opera* incorporates a few of Arlen's old hits. But it is mainly a new, full-length folk opera built around the racy characters from a 1946 Arlen show, *St. Louis Woman*. Its first stage performance will be at the Brussels World Fair next April, after which it is scheduled to tour Europe for 40 weeks.

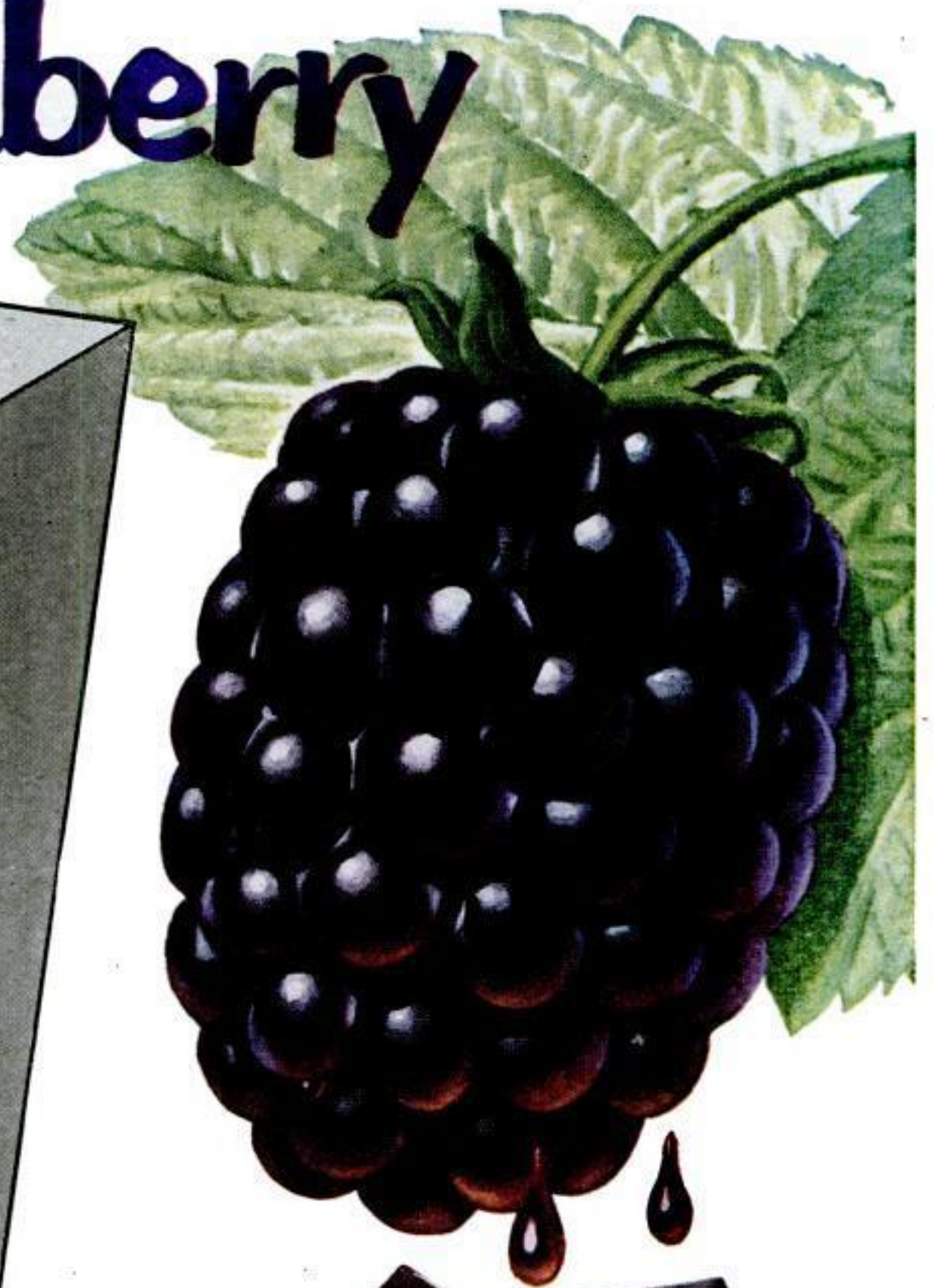


ARLEN DISCUSSION takes place between composer (right) and Conductor Kostelanetz who is recording his *Blues-Opera Suite* at Columbia Records.

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winterproof your car now with Mobil Care!

Falling leaves mean falling temperatures—so see your friendly Mobil dealer now! He'll take the worry out of winter driving by performing all these Mobil Care services . . .

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- **ENGINE:** Drain crankcase—refill with Mobiloil Special—the famous *all-season* motor oil. Flows freely and instantly even in *sub-zero* weather—assures easy starts, complete protection against wear. More knock-free power, greater gas mileage, too!

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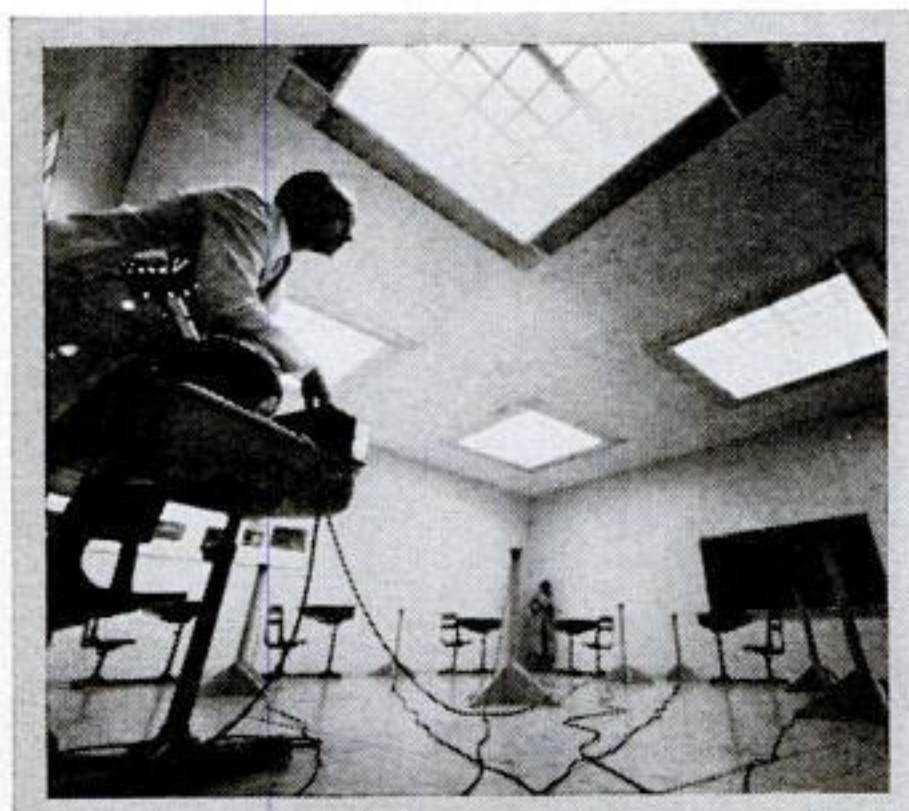
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ROWS OF SKYLIGHTS ON HILLSDALE HIGH SCHOOL ROOF STRETCH TOWARD HILLS OF SAN MATEO. LIGHTS IN CLASSROOMS MAKE SKYLIGHTS GLOW IN THE DUSK.

School of Skylights

HILLSDALE HAS WINDOWLESS CLASSROOMS



1953 EXPERIMENT with skylights was conducted by Michigan's Dr. Robert Boyd in windowless lab.

Four years ago University of Michigan physicists (*left*) perfected a glass block for skylights which keeps out glaring sunlight and admits diffused steady light (LIFE, May 25, 1953). The prismatic skylights have now been put to use in a number of schools including the \$3.5 million Hillsdale High School in San Mateo, Calif.

At Hillsdale High many rooms have no windows at all, getting natural light from skylights (*above*). Rooms around the periphery of the building have skylights to augment the windows. Without window space to worry about, the school's architect, John Lyon Reid, could keep the building's shape simple and the price down. With movable partitions the whole interior could be rearranged in a matter of hours.




BRIGHT CORRIDOR, illuminated by overhead daylight, has zigzag walls to avoid monotony, echoes.


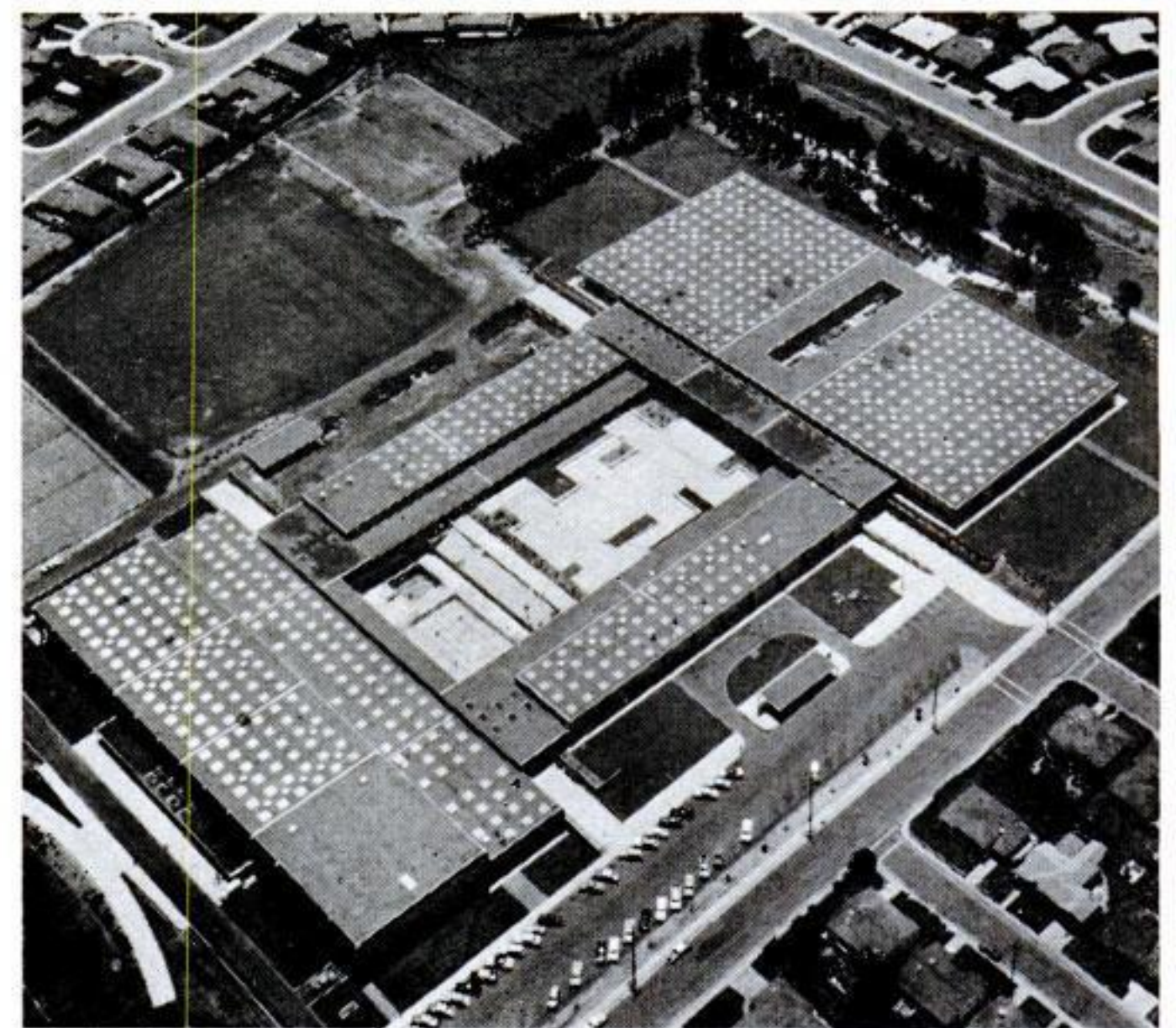
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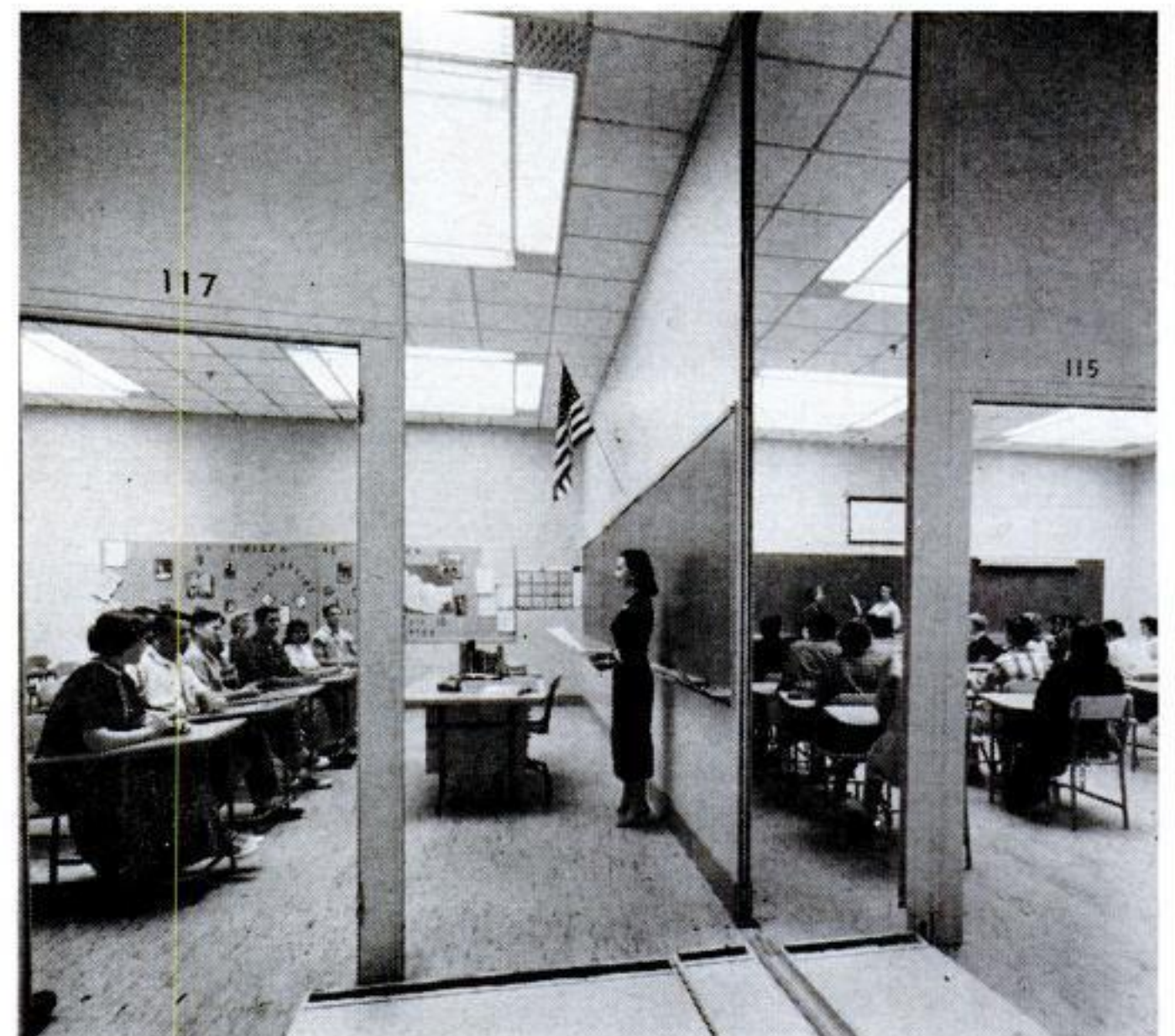
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FACTORYLIKE LAYOUT with 661 skylights makes possible large amounts of windowless space. Building covers five acres including central swimming pool.



MOVABLE WALLS of prefabricated panels, three of which are unbolted above, show Spanish (left) and geometry classes in session in windowless classrooms.



SPACIOUS RAMP, decorated with greenery, gives school's 1,300 students easy access to different levels of building. School has three levels, no stairways.

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Extra good because it's made with extra cream!

Lady Borden Holiday Bisque Tortoni Ice Cream

It's here for the holidays—rich, creamy vanilla ice cream with luscious bits of red and green pineapple in every festive spoonful. Look for it in the Burgundy-colored carton where you see the *Lady Borden Ice Cream* sign.



For 100 years
folks have been saying,
"If it's Borden's,
it's got to be good!"

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Ice Cream • Starlac



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Pillsbury



Our



*the people who put the homemade touch
in cakes and frostings*



THE young fella here who's putting the frosting on the "y" has the right idea; start with Pillsbury, then if you want, add a little touch of your own.

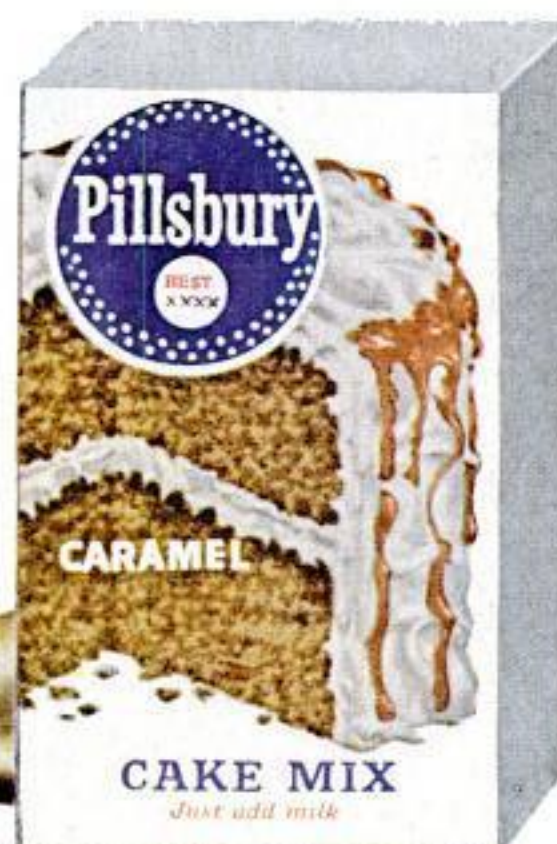
Take, for instance, this big beauty of a Caramel Cake . . . you start with Pillsbury Caramel Cake Mix, frost it with Pillsbury Fluffy White Frosting Mix, then if the mood strikes you, drizzle a caramel candy glaze around the top.

What you get is a tall, proud triumph of a cake—real caramel cake, the old-fashioned kind. (Pillsbury uses pure country butter to give you that full, rich, real caramel flavor.)

This one is another in the famous family of Pillsbury Cake Mixes, the ones with real homemade moistness and flavor.

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. . . the fancy "cooked" kind of frostings—hard to make, and tricky, until Pillsbury brought you these almost unbelievable new mixes. Now, you can stir up the most elegant frosting in no time at all—with no cooking.



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ARGUING THE CASE FOR BEING PANICKY

Scientist projects blackmail steps
by which Russia could conquer us

by GEORGE R. PRICE

The challenge of Russia's scientific and military achievements has brought forth a wide range of reactions. This article presents a strongly worded and provocative warning of impending national disaster. Dr. Price, 35, has an active background in modern science. At 21 he worked on Manhattan Project, later taught at Harvard and did research at the University of Minnesota. He is a fellow of the American Association for the Advancement of Science.

AT the present time, six weeks after the first Soviet satellite rose into outer space, the official Washington reaction seems to be taking the form of combined reassurance and warning. In effect what we have been told is: "Yes, we are in grave danger that Russia will pull ahead of us—unless we work hard and apply our traditional American know-how and ingenuity and our superior moral strength in order to win out again as we always have in the past." In his address to the nation last week President Eisenhower stated the case for a policy of going on much as we have in the past, except working moderately harder and more efficiently.

This article states a different case: the case for panic and for a new dimension and intensity of effort. This time we may *not* win out.

Once again, as in our revolutionary period, we have come upon "times that try men's souls," only now we are not rising to the danger with the spirit of earlier days. Instead, we in America today are like the people in the Hans Christian Andersen fairy tale who stood and watched their emperor parade naked through the streets, and then turned to one another to praise the beauty of his clothing. We have seen about us a multitude of signs pointing directly toward our defeat by Russia; yet we have pretended that these did not exist and have turned to one another to praise our country's power and its glorious future.

Let us remember that the story of history is the story of the rise and fall of great nations. One pattern repeats itself over and over again wherever the drama is acted out, whether at Babylon or Baghdad, at Constantinople or Rome. Always on one side there has been the rich, proud, luxuriant nation, smugly confident that everything will work out for it. And against it advances the tough barbarian adversary, poorly provisioned and shabbily dressed but high-spirited and strong in its drive to conquer.

Today the costumes and the scenery are new, but the actors sound strangely familiar. Listen to the lines they speak: "We must cast aside any morbid pessimism." Sputnik is only "a great propaganda stunt" and "nothing for us to worry about." "Our program was planned, carefully planned, a long time ago." "We see the United States in a free world today in a stronger position than we have ever been since World War II."

Hearing such words, we might shut our eyes and almost imagine that we are back in some ancient court, perhaps listening to the boasts of Darius and his Persian captains, just before Alexander the Great massacred them at Issus. And in our own past, when we were cast in the role of the rising nation instead of the smug one, we can recall how the Hessians held their Christmas revels at Trenton as Washington approached by night, or how the British soldiers danced in Vincennes while the tiny raiding party of George Rogers Clark struggled toward them through forests flooded waist-high with ice-cold water.

Let us think back to 1945. At that time the U.S. enjoyed power, prestige and security far surpassing any other nation's. Russia was a war-ravaged land with no atomic bomb and an air force vastly inferior to ours. Today the two nations are almost equal. It is true that we are still a little ahead, but that is not what is important. What is important is the rate at which the Soviets have been gaining on us. For 12 years we have watched them increase in military power with a swiftness that is without parallel in the entire record of history—and yet this has meant no more to us than rumors of barbarian unrest in the provinces must have meant to some fat Roman lolling in the baths of Caracalla shortly before the Visigoths sacked his city.



PENALTY OF COMPLACENCY among Romans was sack of Rome by Vandals in 455 A.D. Author says complacency and softness endanger the U.S. today.

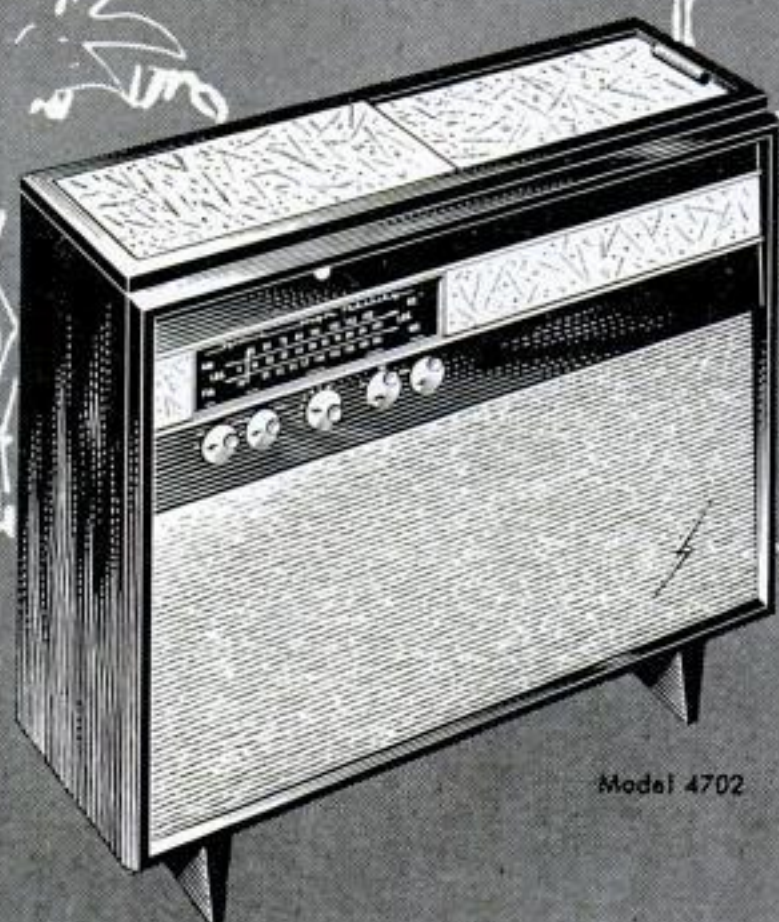
During these 12 years we have been fed a sort of Pabulum news to keep us thinking, as Dulles put it in 1955, that the Soviet economy "is on the point of collapsing" and that all is going well in our best of all possible countries. Our security system has been used time and again to conceal from the American people vitally important information already well known to the Soviets—such as the fact that Russia was test-firing ICBMs. Our defense budget has been held obstinately close to \$35 billion no matter what advances Russia made. Our leaders have acted as though it were a sign of merit never to change their minds or admit that they had ever made a miscalculation. Only within the last week has there been any sign of a real improvement. And even as late as last week, with the Soviet satellites passing overhead, defense workers were still being laid off in Pentagon economy drives.

Truly Churchill might repeat to us today the warning he issued to England in 1938: "... there has been gross neglect and deficiency in our defenses and ... the terrible words have for the time being been pronounced against the Western democracies: 'Thou art weighed in the balance, and found wanting.'"

Directly ahead of us we can see the crisis of the ICBM. Right now the Soviets have the lead on the ICBM, and the experience of recent years shows that when they really set out to produce a new military device, they can do it much faster than we can. So almost certainly they are going to remain ahead.

The only defense against the ICBM we are likely to have for some years to come is the threat of retaliation, but in a game of threats and

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Honestly, Sue—if you had an upset stomach like mine, you'd be grouchy with your class, too!

If I did, Marge, I'd take Pepto-Bismol. Listen—hospital tests prove it relieves upsets. And it's wonderful for indigestion or nausea.



PEPTO-BISMOL WORKS WHERE SODA, SELTZERS AND "TUMMY-AIDS" FAIL!

For upset stomach, indigestion, nausea, or diarrhea—Pepto-Bismol's special medicinal formula soothes with a gentle coating action. It works both in the stomach and the intestinal tract—where soda and alkalizers never help. For children or adults, this wonderful pink liquid helps control simple diarrhea without constipating.

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CASE FOR PANIC CONTINUED

counterthreats, we—as the nation that places the higher value on human life—will always be the first to back down. If the Soviet Union could be in production with ICBMs 18 months ahead of us, it could very likely maneuver us into surrendering without a fight. We could be weakened by stages, and it might be done in such a way that at no one point will we feel it sensible to resist at a cost of 100 million lives.

Here is how the timetable of disaster might go:

STAGE I: The Soviets demonstrate to the world an accurate ICBM carrying a 20-megaton warhead, but they announce that their intentions are wholly peaceful, that their past military actions were forced on them by the "warmongering" United States, but now that this threat is removed they can reveal their true pacific and humanitarian nature. They begin reducing the size of their army and announce plans to free the satellite countries.

STAGE II: Russia puts pressure on all foreign countries where we have bomber bases to make them demand our withdrawal. The Soviets state that they will never attack the United States proper unless we first attack the Soviet Union, but that, in order to reduce international tensions and promote world peace, they will be forced to destroy the bases by missiles if they are still occupied beyond a certain date. Our allies demand our withdrawal, and we acquiesce.

STAGE III: Russia and China demand the disarmament of the other nations of Europe and Asia, one country at a time, for the sake of world peace. Nations that obey are rewarded bountifully with economic aid and left entirely free. Any nation that resists is devastated.

STAGE IV: The Soviets announce that, although they could now easily conquer the world, their only desire is peace. They propose world disarmament under U.N. supervision. Our only alternative is to fight—without allies or overseas bases—and be destroyed. So we disarm, while Russia, being much the most powerful nation in the world, is able to manipulate the U.N. inspection to its own ends.

STAGE V: Russia reveals that it still has numerous weapons. It requires that all the nations of the world enter the Union of Soviet Socialist Republics. The disaster is complete.

This picture obviously would not be correct in detail. But even if the bare outline is plausible, we have cause for the gravest concern.

A brief reprieve

YET perhaps we will find a way to survive the approaching ICBM crisis. Perhaps Russia will not gain a critical lead. Perhaps even at this late date we can start a true crash program and catch up. Then for a while there will be a period of deadlock—but only for a while. Few predictions seem more certain than this: Russia is going to surpass us in mathematics and the physical sciences. For it seems to be one of the hard but inescapable facts of life that a nation—like an individual—is apt to get the things that it values most. And so we will probably continue to have the world's best TV comedians and baseball players, and in a few years Russia will have the world's best teachers and scientists. Right now, hard at work in Soviet schools and universities, are the youths who 10 years from now will almost certainly enable Russia to lead the world in science.

It is obvious what must happen. If we can catch up in the race for the ICBM, then we will immediately find ourselves in a desperate race for some new weapon. And if we win that, another will follow. But each year Russia will be increasing in scientific strength faster than we can, and eventually it will win—perhaps with weapons and defense techniques so radically new as to be beyond our present imagining.

In short, unless we depart utterly from our present behavior, it is reasonable to expect that by no later than 1975 the United States will be a member of the Union of Soviet Socialist Republics. Is it possible to believe this prediction? Let us consider the arguments that can be advanced against it. We have heard them before:

This country has been around for a long time. We have been through a lot of close scrapes and have always won out in the end.

But the citizen of Rome at the beginning of the Fifth Century A.D. could look back over a peril-filled history of more than a thousand years. Yet the end was soon to come.

Most of the things one worries about never happen anyway. There is always somebody warning that the end of the world is coming. But it pays to be an optimist.

Always? The pessimistic Jews who fled Germany as Hitler rose to power still live, but the optimists are turned to ashes and vapor, and there are many former optimists in the slave camps of Siberia.

We should have faith in our leaders. After all, they are in a position to know far more about things than we can know.

All nations that have perished have had leaders who were in a position to know more about things than the ordinary citizen could know.

What, then, should we do? Just this: we should each decide what we really want most in the world. For that is what we will be likely

CONTINUED

SEVEN AGES OF THE TELEPHONE

ALL THE WORLD'S A STAGE, and all the men and women merely players. . . . And one man in his time plays many parts, his acts being seven ages. At first the infant . . . SHAKESPEARE

All through the years, from babyhood on, the telephone is an important, indispensable part of almost everything we do. And as the hands that grasp the telephone grow in size and usefulness, so grows also the usefulness of the telephone.



BABY DAYS At first the telephone is just something that rings. But soon the lusty newcomer is saying "hello, Daddy" all by himself and listening in wide-eyed wonder to the magic of Daddy's voice.



GROWING UP It isn't long before the telephone becomes more than a magical fascination. It begins to be something for doing things. A particular pal to call. And a very necessary part of growing up.



DYNAMIC TEENS Life is now a whirl of activity. So many things to do. Girl talks to girl. And boy talks to girl. And there are two happy hearts when she says, "I'd love to go."



JUST MARRIED Two starry-eyed young people starting a new life together. The telephone, which is so much a part of courtship, is also a big help in all the marriage plans and in getting settled.



EARNING A LIVING The years go by and always there is the responsibility of earning a living. Here again the telephone is a speedy, willing, ever-present helper. It is a part of the daily work and the progress of almost everyone.



RAISING A FAMILY Now the telephone becomes more useful than ever. For how could Mother ever run her household and raise a family without it! Friends, relatives, stores, doctors, conveniences—all are so near and easy to reach by telephone.



IT'S GRANDMA NOW And now she's holding a grandchild on her lap. The telephone that has served her so faithfully for so many years now starts a new era of service. The cycle of life and the seven ages of the telephone begin all over again.

Working together to bring people together . . . **BELL TELEPHONE SYSTEM**



IF YOU BUY SHOES THAT DON'T FIT....



... you have lost only the cost of the shoes. But if you buy poorly fitted insurance you may be out thousands of dollars in case of loss.

So don't buy your insurance without the skilled advice of a local, independent insurance agent or broker. He is a man who thinks in terms of the value of your policy if you have to collect on it.

He has a professional mind about insurance. He knows property values and the sizes of judgments in today's lawsuits for damages. He knows the kinds and the amounts of insurance you should carry and can arrange for you to pay your premiums monthly, quarterly or semi-annually, if you desire.

And if you ever have a loss you may be sure that he will be on hand as a friend to give you the help you may need.



For the name of a nearby America Fore agent call Western Union by number, ask for Operator 25.



★ The Continental Insurance Company

★ Fidelity-Phenix Fire Insurance Company

★ Niagara Fire Insurance Company

★ The Fidelity and Casualty Company of New York

CASE FOR PANIC CONTINUED

to get. What do we want most? A Cadillac? A color television set? Lower income taxes?—Or to live in freedom? We will not stay free simply by appointing a science coordinator, streamlining the organization of our missile program, increasing our defense budget by 4% or 5%, passing a bill for federal aid to education, and similar measures—desirable though all these things are. It will be only through fundamental changes in our scale of values and our purposes in life that we will be able to survive. We will have to learn to be more concerned about giving our children a good education than about keeping our property taxes low, more concerned about who wins the Nobel prize in physics than about who wins the World Series, more concerned about whether we will live in freedom than about whether we can afford a new car next year.

What we urgently need—far more than we need teachers, engineers, or scientists—are truly great leaders. America is today the richest and still (for a little while) the most powerful nation on earth largely because two centuries ago a most unusual group of great leaders was living here. And America has been declining because we do not have such leaders now. To be sure, there are in Washington numerous able and conscientious men, far above the level of the *average* government member a century ago, but when we measure them against the *greatest* figures in our past, we cannot help but feel that something is missing. Who is there among us today to whom we would want to give the role of Father of his Country or assign the writing of a Declaration of Independence? Who could play the part of a Franklin or a Hamilton?

Our urgent needs

WE urgently need the "blood, toil, tears and sweat" kind of leadership by which England was saved. We need pessimism talks instead of optimism talks, talks to raise our determination instead of talks to raise the stock market. Instead of hearing Charles Wilson say, "Nothing has occurred in the international situation during the past year which would indicate the necessity for any major change in [our defense] policies and concepts," we need to hear someone like Woodrow Wilson, who was willing to say, "I would be ashamed if I had not learned something in 14 months. The minute I stop changing my mind with the change of all the circumstances of the world, I will be a back number." We need defense spending that will be determined not by our distaste for taxes but by the horror with which we regard the secret police, the torture chambers and the slave labor camps of Soviet Russia.

We have frittered away 12 years while the Communist world has been gaining on us, and the time is near when we must decide to set a higher value upon liberty than upon luxury—or else to continue along the path that has led to the downfall of so many great nations.

Is it possible for us to see this—see it now, while it is still not too late? It is true that the fall of Rome was a very long time ago, but have we forgotten already the fall of France and how Hitler danced in the Forest of Compiègne? And what has become of Hitler's Thousand-Year Reich, and where is the Greater East Asia Co-Prosperity Sphere? And what about Estonia, Latvia, Lithuania, Albania, Bulgaria, Hungary, Poland, Czechoslovakia, Romania, North Vietnam, Tibet, North Korea, East Germany and China?

In all these countries there used to be men and women just as proud and confident as we are now.



FATAL OVERCONFIDENCE was shown by Hitler who danced after accepting French surrender offer in 1940. Five years later Nazis were demolished.



GIVE HEUBLEIN MANHATTANS IN THE CONTINENTAL GIFT BOX



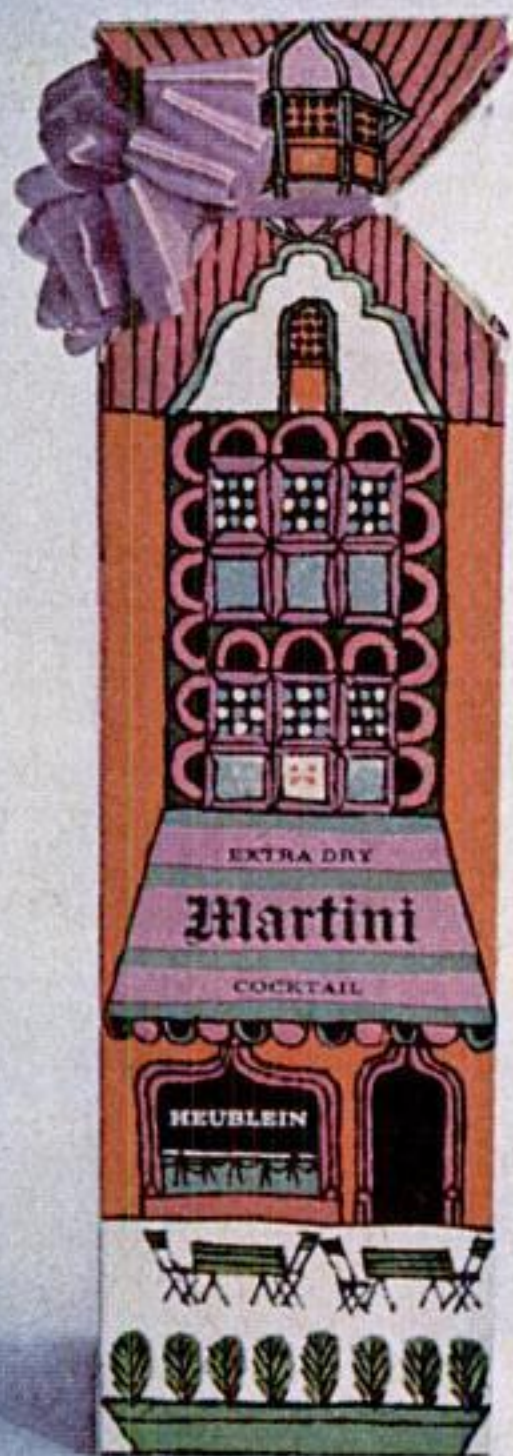
POUR SUPERB MARTINIS ON-THE-ROCKS RIGHT FROM BOTTLE



FINE HEUBLEIN OLD FASHIONEDS IN GAY HOLIDAY BOX



HEUBLEIN'S EXPERTLY-MIXED MANHATTANS NEED ONLY ICE



HEUBLEIN DRY MARTINIS COME GIFT-GLAMORIZED LIKE THIS



OLD FASHIONEDS MADE EASY! JUST POUR ON ICE, ADD FRUIT

Give your friends a cocktail party...in a bottle

When you give a bottle of Heublein's Cocktails in the gay Continental Gift Box you give your friends all the makings of a party. You put holiday hospitality right into their hands. Fresh from the world's largest bar, these expertly mixed Manhattans and Martinis are as easy to serve as whiskey. For cocktails on-the-rocks, simply pour them over ice right from the Heublein bottle. Or stir with ice and serve in regular cocktail glasses.

Made of choicest liquors, precisely proportioned each drink is perfect. G. F. HEUBLEIN & BRO., HARTFORD, CONN.

HEUBLEIN COCKTAILS

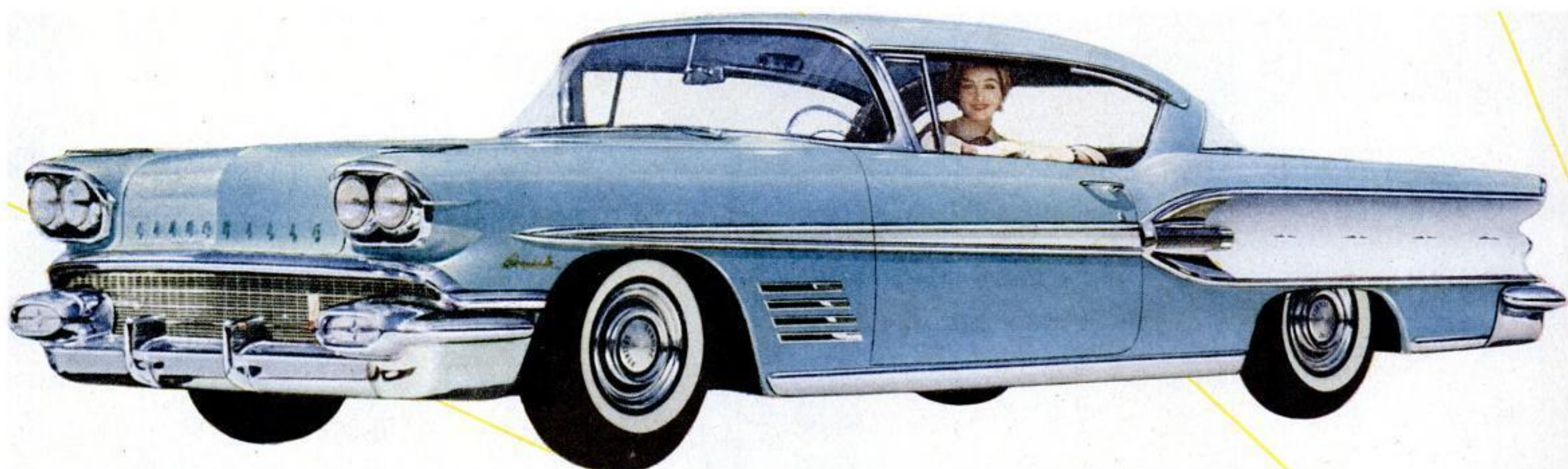
FULL STRENGTH. READY-TO-SERVE

IN THE CONTINENTAL GIFT BOX: MANHATTANS, 65 PROOF; EXTRA DRY MARTINIS, 75 PROOF; OLD FASHIONEDS, 70 PROOF; VODKA MARTINIS, 70 PROOF; DAIQUIRIS, 60 PROOF

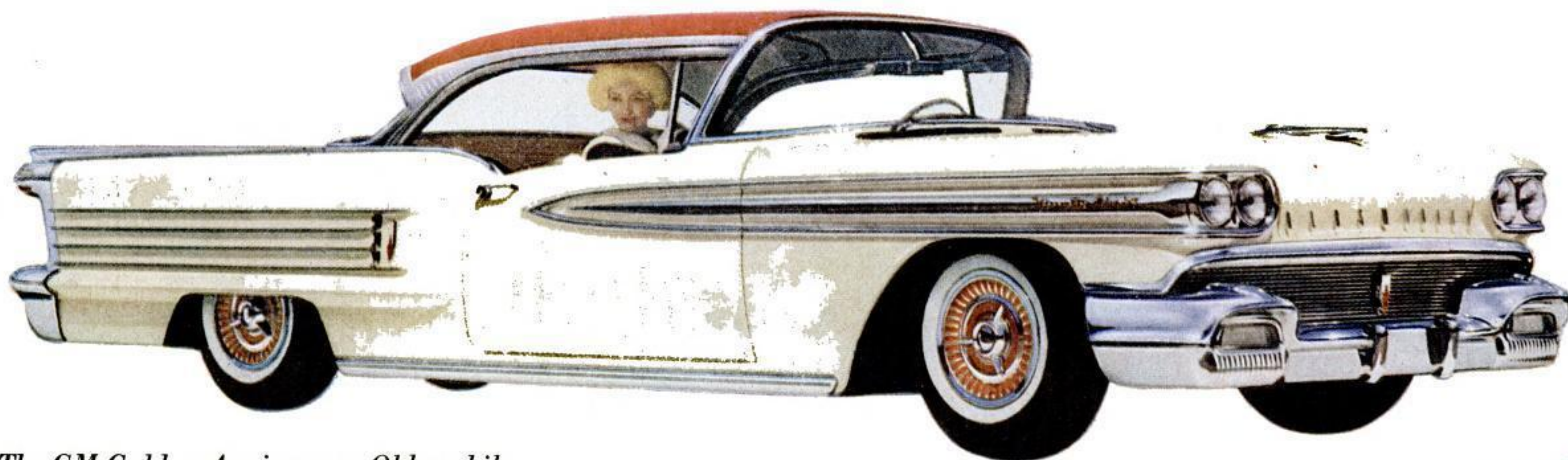
GENERAL MOTORS



The GM Golden Anniversary Chevrolet



The GM Golden Anniversary Pontiac



The GM Golden Anniversary Oldsmobile

GOLDEN FIVE for '58

PRESENTED HERE are five typical offerings of 1958 automobiles from our five car Divisions in celebration of the fiftieth year of General Motors.

They are automobiles that—to be worthy of this event—were dedicated to surpass their own traditions.

And, while each maintains its own personality, all five cars benefit—as does the public—from the combined ingenuity of their own engineering staffs and the styling, research, development and testing resources of General Motors.

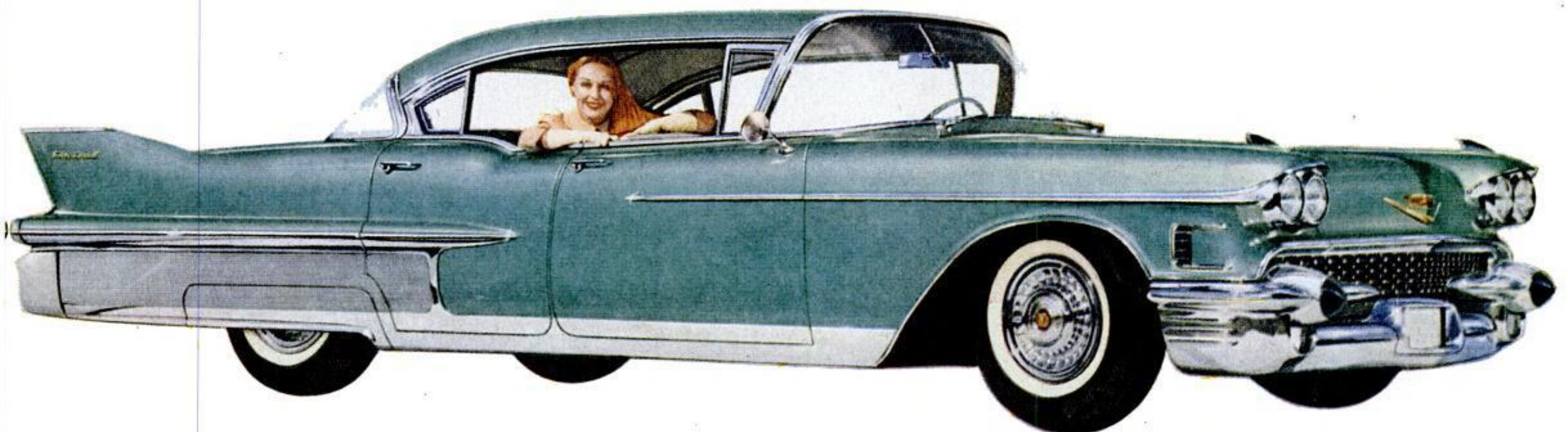
From the General Motors Technical Center comes a steady flow of advanced engineering and design developments—basic betterments in transmissions and engines—new ideas in comfort and safety features—new concepts in styling and appointments.

It is this General Motors leadership which has created such outstanding values in the cars now ready for your inspection in the showrooms of GM dealers.

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The GM Golden Anniversary Buick



The GM Golden Anniversary Cadillac



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in plumbing... no substitute can do what copper does!

Home Lifelines, the pipes that carry water and dispose of waste... work most efficiently, for a longer period of time, when they're copper. Of all metals, copper best combines high resistance to corrosion with durability. Copper water and drainage tube lasts and lasts... never clogs with rust. No other metal piping can be installed as quickly and easily as copper tube. In fact, today, a quality plumbing system of copper can cost the homeowner less than one made with any other type of metal!

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EXPLAINING SATELLITE FLIGHT, Von Braun draws the earth as a circle on blackboard with the triangle at top as a mountain. Rockets shot off from

mountain at insufficient speed would fall to the earth, as his lines show. But at sufficient speed rocket stays in trajectory around the earth and it is in orbit.

THE SEER OF SPACE

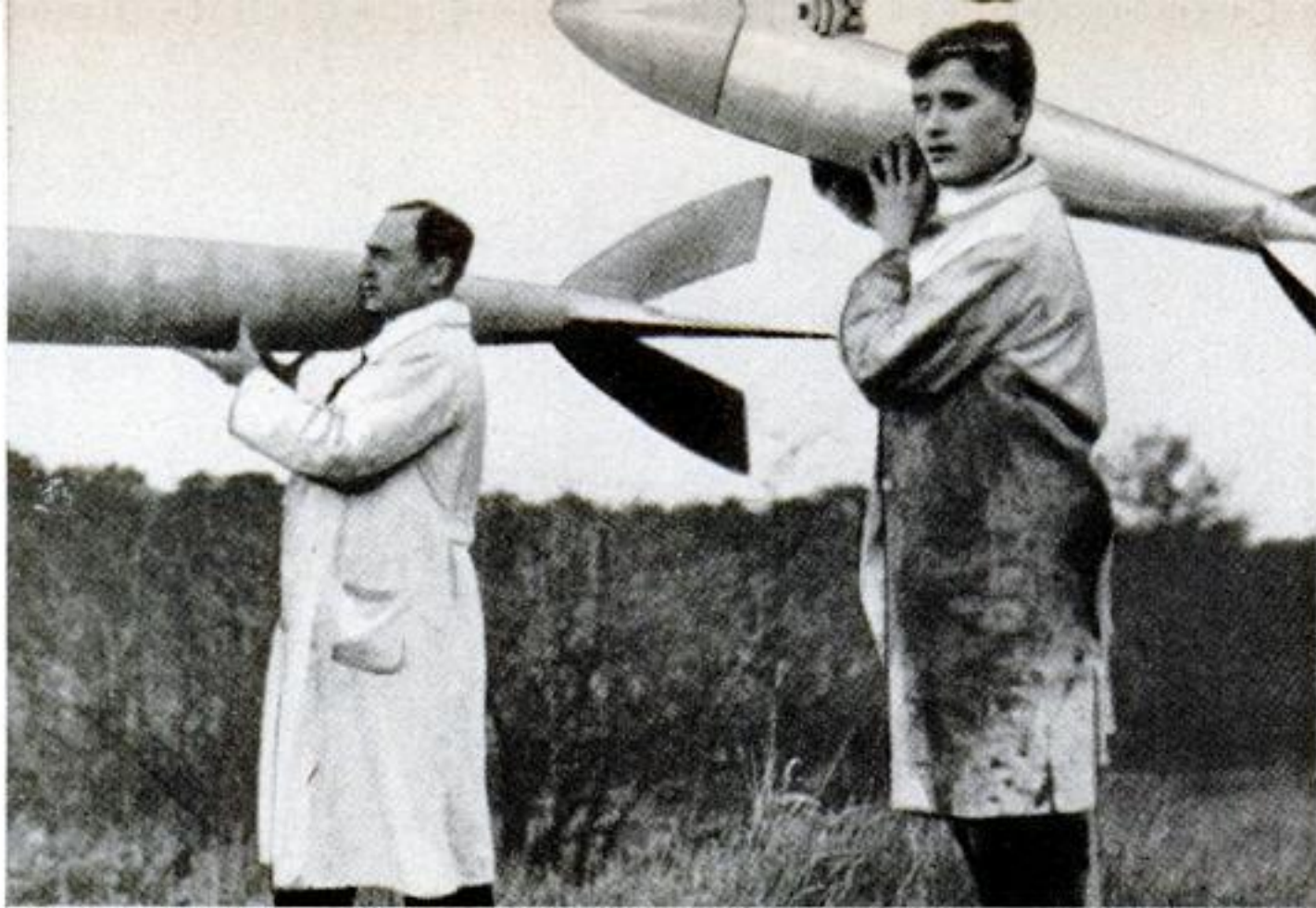
Lifetime of rocket work gives Army's Von Braun special insight into future

To no other scientist in the Western world do Russia's first steps in the conquest of space carry such bitter disappointment as to Wernher von Braun of Huntsville, Ala., a thoroughly Americanized German who is chief of development at the U.S. Army Ballistic Missile Agency. He is the free world's top practical rocket man and its boldest theoretician of space travel. When he was a boy in Berlin, Von Braun tried practical rocketry in the municipal dump. At 20 he headed a project in Germany's rocket program. At 32, working at Peenemünde, he built the V-2 missiles that plagued England toward the end of the war. In 1945 Von Braun, with most of his top scientists, came to the U.S. to work for the Army.

A tirelessly vocal advocate of tying the U.S. space flight program to its military missile effort, he urged in a 1952 speech that the U.S.

build a "manned satellite to curb Russia's military ambitions." But for all Von Braun's scientific achievements, remarks like this were usually dismissed as if made by a tiresome crackpot.

At Redstone Arsenal in Huntsville, Von Braun last week took little satisfaction in seeing his unheeded prophecies vindicated. He was gratified, however, when the Pentagon announced it would use the Jupiter C rocket, Von Braun's baby, to send up a satellite as supplement to the Navy's Vanguard. To a LIFE reporter-photographer team who visited him at Redstone, he spoke of many aspects of space travel (*see p. 136*). "It will," he once said, "free man from his remaining chains, the chains of gravity which still tie him to this planet"—to which he added, in a characteristically poetic outburst: "It will open to him the gates of heaven."



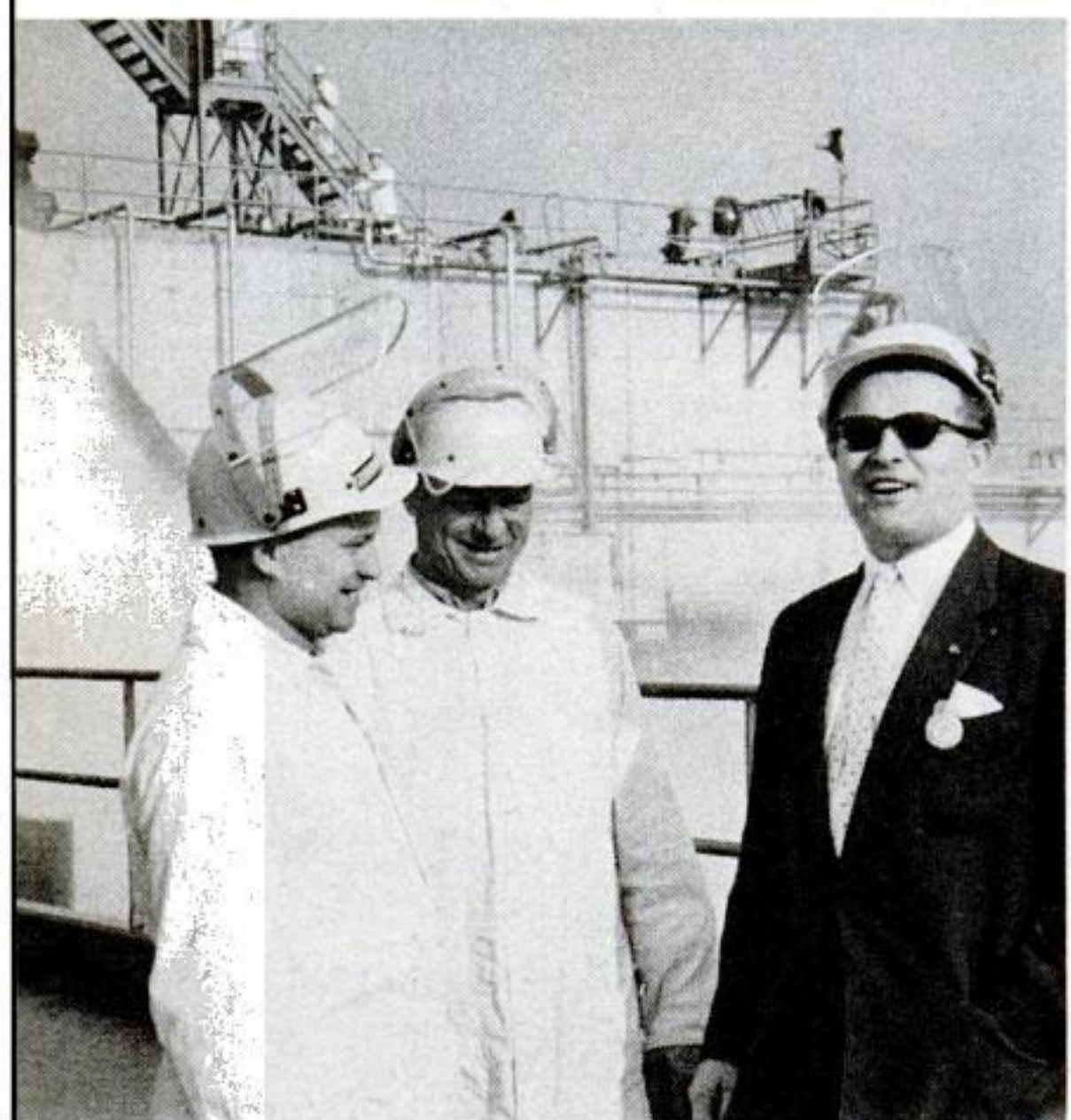
18-YEAR-OLD PIONEER in 1930, Wernher von Braun, a university student and the son of a Prussian baron, and rocket scientist Rudolf Nebel (*left*) carry early rockets across their testing ground, an unused firing range outside Berlin.



DURING WAR Von Braun (*dark suit, far right*) in 1943 accompanies high German brass, including Admiral Dönitz (*left center*), at Peenemünde rocket center. He had same job on German army's V-2 project he now has in the U.S.



IN RECORDER ROOM of blockhouse where all aspects of missile's behavior while being test-fired are measured, he talks with test stand chief Artley.



AT TEST STAND in which missiles are static-fired, two engineers and Von Braun wear safety helmets. Spray behind is to cool stand's exhaust deflector.

IN ARMY "FAB LAB" (fabricating laboratory) Dr. von Braun inspects the radar equipment of a Redstone missile as a workman assembles rear end.

'THE LOOKS AND THE FEEL OF

At the U.S. Army Ballistic Missile Agency in Huntsville, Dr. von Braun is in charge of research and design of these modern-day weapons. He has worked on all of its big rockets—Corporal, Honest John, Redstone and Jupiter, which is an adaptation of the Redstone. He has civilian status, under Major General J. B. Medaris, commanding general of the agency, and has in turn a staff of about 3,500 technicians reporting to him. Meanwhile he has lost no opportunities to write, lecture and

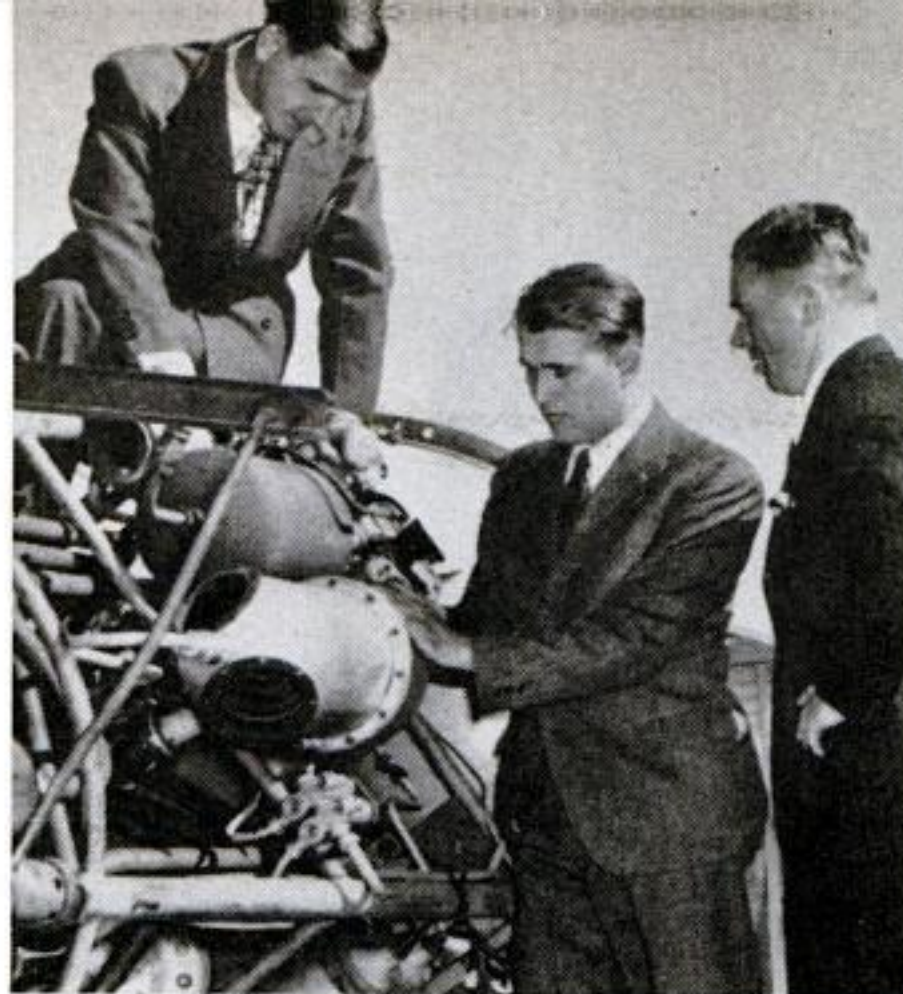
consult on his main passion—space. On LIFE's cover this week he appears with a moon rocket he designed for Disney's film, *Man in Space*.

Von Braun has great respect for basic research and for theorizing. But he depends almost as much on the looks and feel of his rocket hardware as he does on laboratory data. He makes weekly visits to the shops (*below and at right*), to control rooms and test stands. "I've never felt my job was to sit in my office and think," he explains. "Missile building is much





SURRENDERING TO U.S. in Bavaria in 1945, he carried arm in cast. It was broken from auto accident. His chief, General Dornberger, is at left.



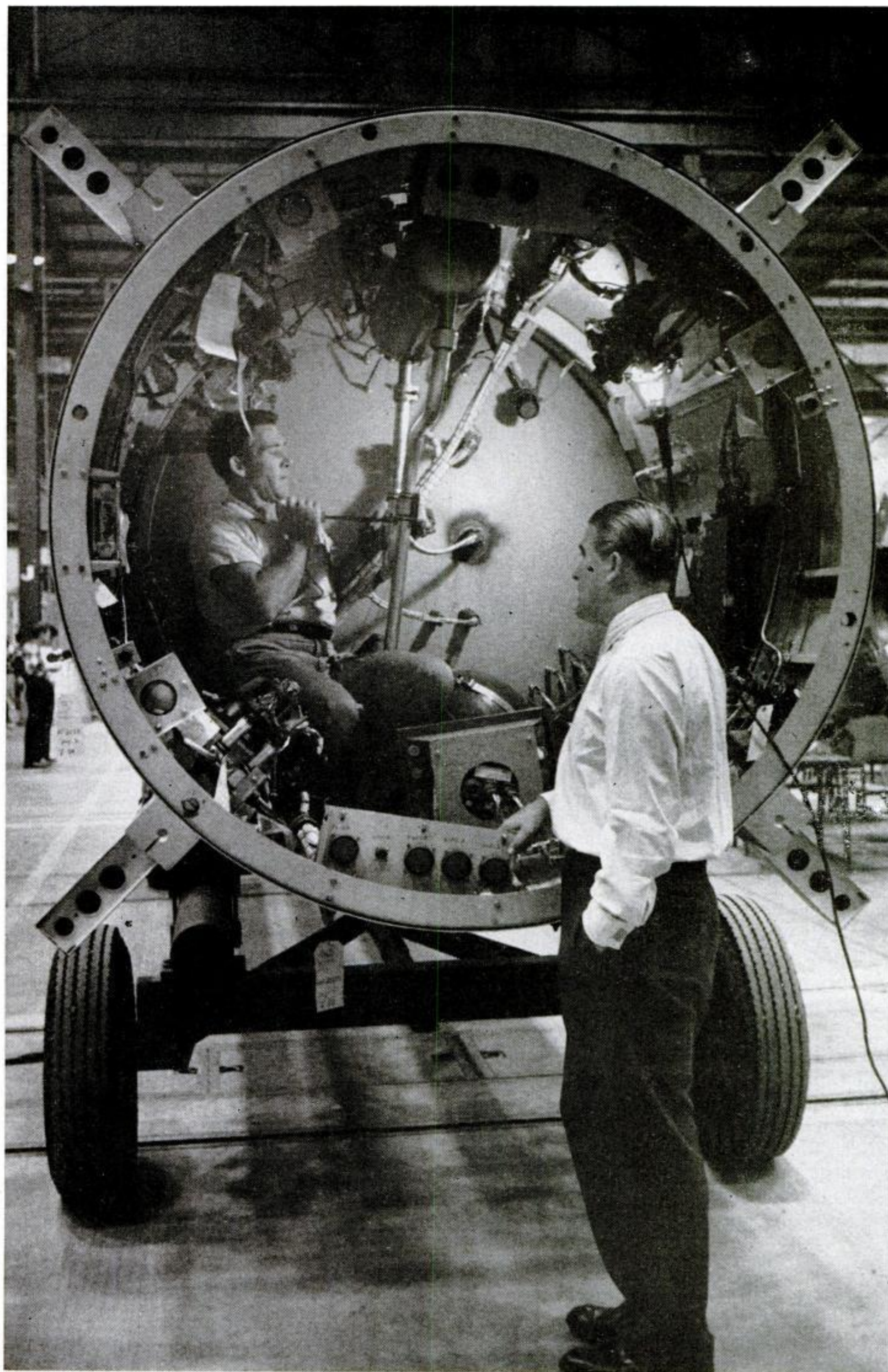
IN U.S. IN 1946, a free man and under contract to U.S. Army, Von Braun appears at White Sands, N. Mex. with colleagues and captured V-2 motor.



RECEIVING DECORATION in 1957, Von Braun is given Civilian Service Award, highest Defense Department civilian honor, by Secretary Wilson.

THE HARDWARE'

like interior decorating. Once you decide to refurnish the living room you go shopping. But when you put it all together you may see in a flash it's a mistake—the draperies don't go with the slip covers. The same is true of missiles. Sometimes you can take one look and see something obviously wrong—not accessible perhaps, or too flimsy. The people who are working with it all day are too close to see it. That's why I go to the fabricating shop—I want to know what my baby will look like."



BEFORE BODY UNIT of Redstone medium range missile, Von Braun watches a technician check its complex mechanism before missile goes out to

test-firing stand. The huge body unit, located at the top of the missile, carries all its guidance and control instruments and also contains warhead.



UPSET BY SPUTNIK II, VON BRAUN TALKS EARNESTLY ON SPACE PROBLEM IN INTERVIEW WITH "LIFE"

PLAIN TALK FROM VON BRAUN

LIFE Reporter Richard B. Stolley conducted a running interview with Dr. von Braun the day after Sputnik II had been launched. Here are some of his comments:

ON SPACE-FLIGHT PROBLEMS "It's been said there are so many unknowns in space we cannot proceed. The Russians have demonstrated clearly that this is untrue. A rocket-propulsion expert will tell you there's no sweat in solving propulsion problems but the medical problem is the barrier. A doctor will tell you space flight is medically possible but he doesn't think propulsion can be licked. Many of these obstacles will fade away. Look at the sound barrier and the heat barrier. Right now we're up against the cash barrier, and that one doesn't always fade away so quickly."

ON MISSILE RESEARCH "The six years between 1945-51 are irretrievably lost. The Russians are turning out more scientists than we are, and good ones too. We could have done what they did if we had started in 1946 to integrate the space flight and missile programs. Our lot has been one crash program after another. One fine day we suddenly decided we had to have an ICBM. It was like telling the Wright Brothers to build a B-29."

ON PUBLIC RELATIONS "The ideal thing is to have 100% secrecy and all the money we need. When the Kremlin wants ballistic missiles it tells the scientist to meet the schedule and doesn't worry about public relations. Here we must have money and public support. Congressmen must believe in what we're doing, and they won't until the public believes in us, so they must be kept informed."

ON A SPACE PROGRAM "What this country has needed for a long time is a consolidation of our space program with our weapons program. The kids are as space-minded as they can be. But before Sputnik it was considered bad taste for the military to mention space. What business, people said, does the Army or Air Force have on the moon? The Russians have the carrier to get there. A vehicle that can carry 1,200 pounds into orbit can shoot at the moon or take televised pictures behind it."

ON TRIPS TO MOON "We should be able to send men to the moon and back within 25 years, but only a few selected people who could withstand the trip. The moon is a challenge very much as Antarctica was. People

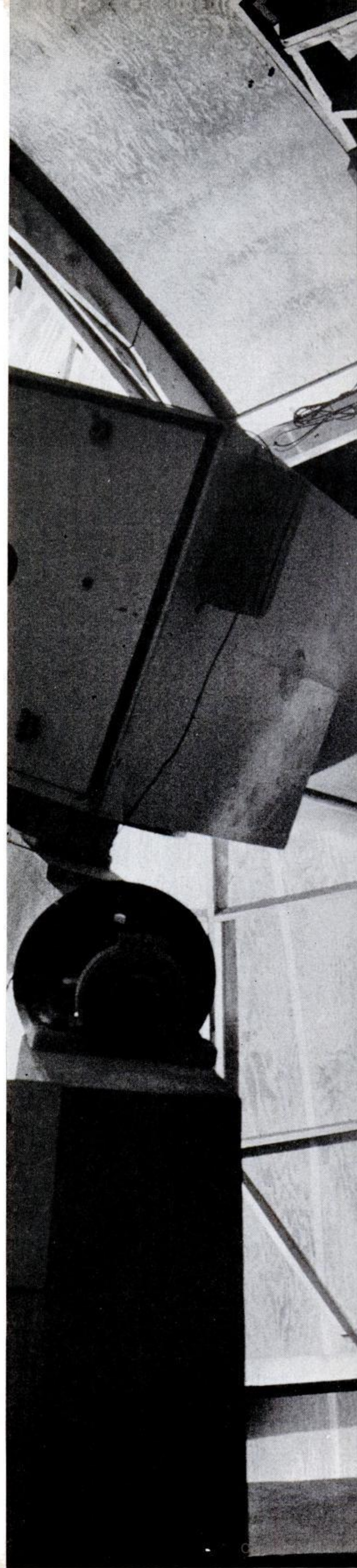
went there because they thought it would be fun, and found uses for it they hadn't dreamed of. The value of discovery becomes clear only in the wake of the exploration itself. Columbus couldn't have predicted what the United States would be like today."

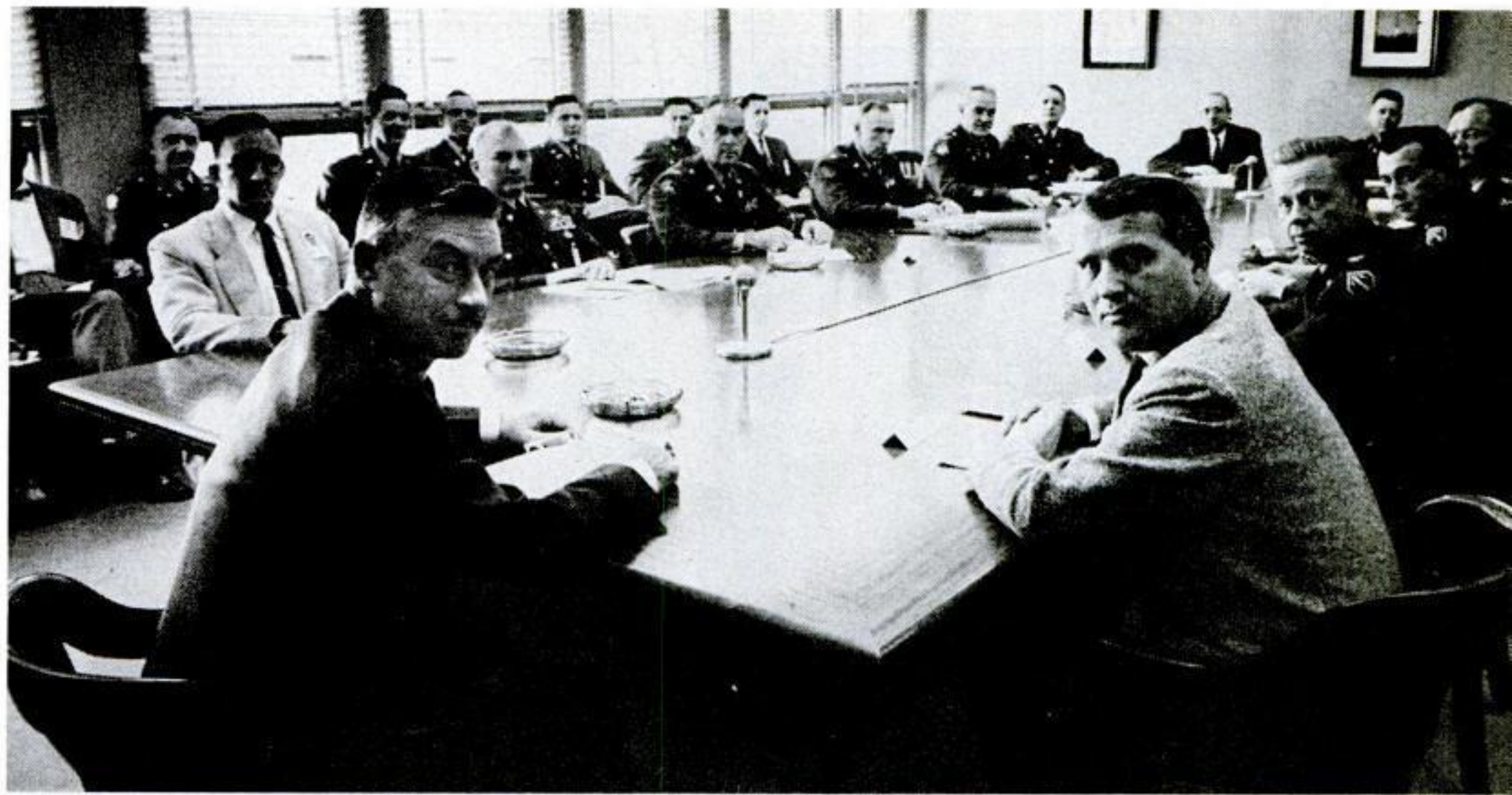
ON MEN IN SPACE "With existing IRBM hardware we could put a man into orbit in a year. But don't ask me how we'd get him back. If a man would be ready to sacrifice his life by being fired into orbit it would answer some of the questions about space flight, but even if one volunteered we probably couldn't find anybody willing to shoot him up there."

ON FAN MAIL "I get about 10 letters a day. About half come from youngsters who want advice on how to become rocketeers. We tell them to hit math and physics heavily. One lady wrote that God doesn't want man to leave the earth and was willing to bet me \$10 he wouldn't make it. I answered that as far as I knew the Bible said nothing about space flight but it was clearly against gambling."

ON INTERFERENCE "There is no question that despite setbacks the Atlas ICBM will work. The people are competent and they will succeed. Meanwhile we should declare a moratorium on obstructive inspections and monitoring by scientific committees and let the people building the Atlas, Titan, Thor, Jupiter and Polaris work in peace. I just wish someone had the authority to tell me, 'All right, we'll leave you alone for two years, but if you fail we're going to hang you.'"

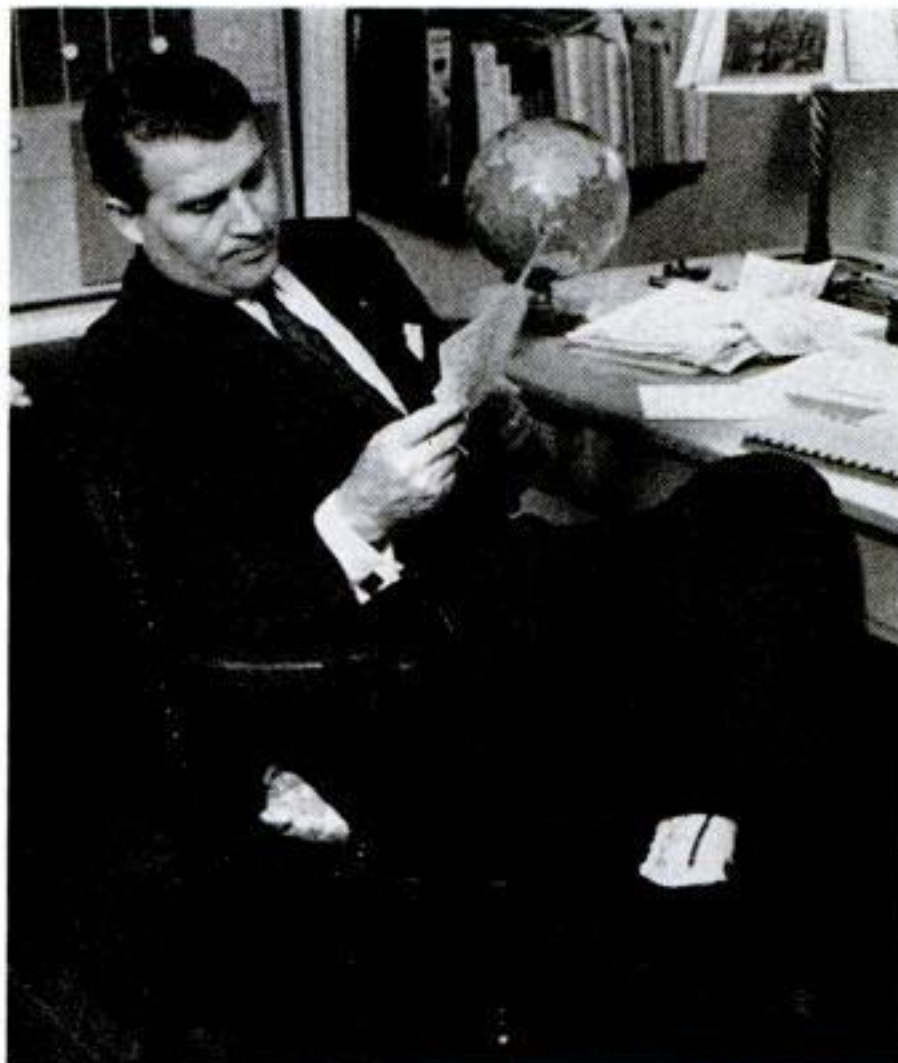
ON U.S. AND SCIENCE "The world has given me more than I ever asked. But I believe something drastic must be done to raise the status of scientists in the public eye in this country. In Europe a professor is considered quite a man. But here, whenever a scientist achieves some eminence they throw rocks at him. And time and again we see a young man start out to be a great rocket engineer. In his early 20s he meets the daughter of a used-car dealer with a lot of money and no interest in science. They talk him out of his academic aspirations and he winds up making five times as much selling used cars. And we've lost another scientist. That's where money comes in. If money is a criterion of a man's standing in this country, and it seems to be, okay, then let's pay the scientists better. We can't knight them, but we can give them more money."





WITH HIS CHIEF, Major General J. B. Medaris (left foreground), Von Braun and the general's staff hold their weekly meeting at Redstone head-

quarters. Of Medaris, Von Braun says, "He got the best people down here quick. His adroitness in judgment in picking the right ones was amazing."



READING FAN LETTERS from space enthusiasts throughout world is nightly chore. Von Braun himself or assistant try to answer serious inquiries.



ROCKET-SHAPED SATELLITE, similar to one the Army will launch with Jupiter C, is examined by Von Braun and longtime associate, Dr. Stuhlinger.

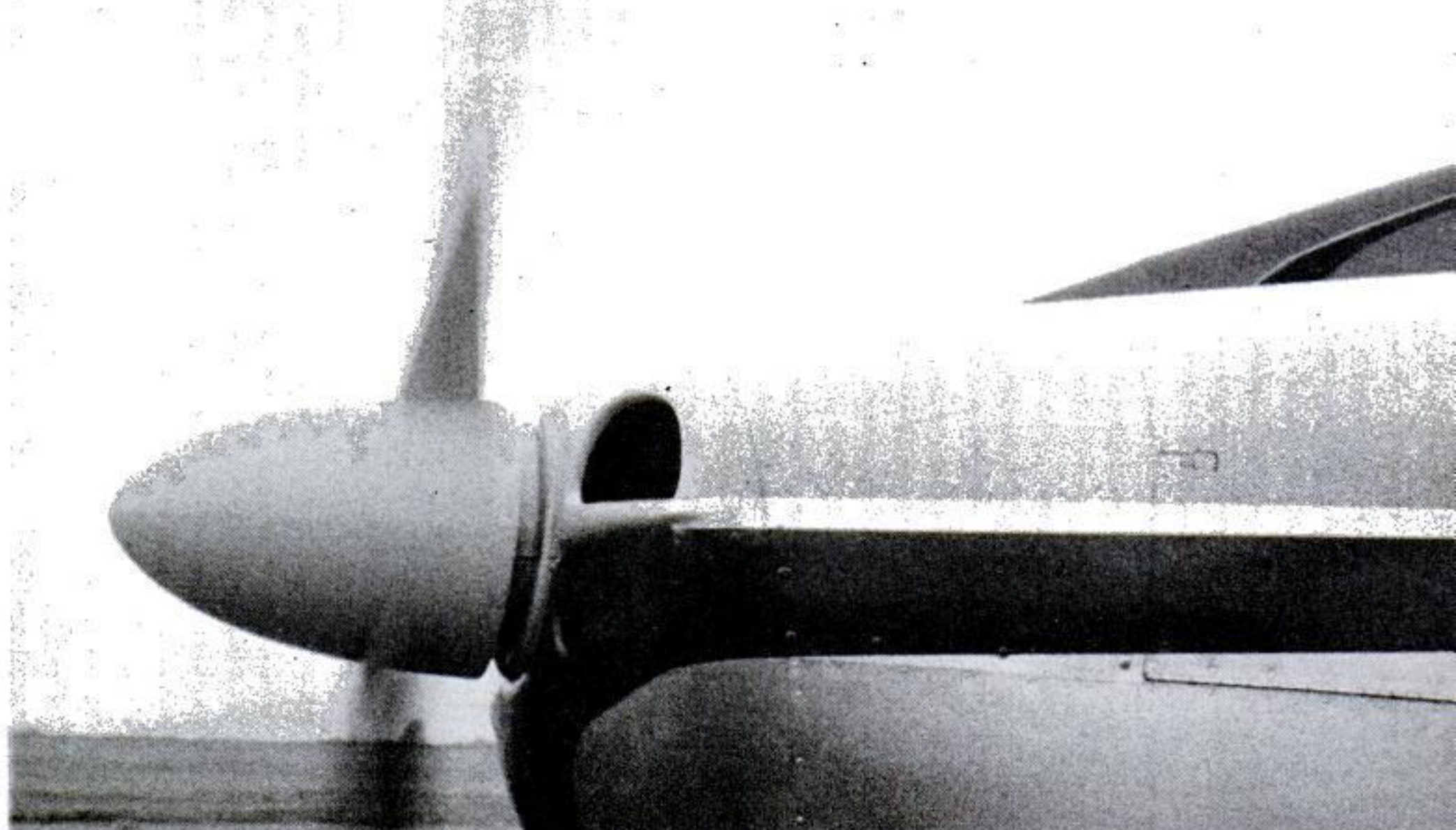


← **PEERING INTO SPACE**, Von Braun looks through 16½-inch telescope at observatory built by local astronomical society of which he is president.

WITH LAB CHIEFS, most of whom were with him in Germany during V-2 developments, Von Braun (rear center) goes over Jupiter problems.



OUT FOR A FLIGHT in a rented plane, Von Braun gives his wife Maria a lesson. Above, she checks instruments, then (*center*) they taxi down the airstrip. Von Braun took up flying in 1931, "first gliding," he says, "then motor flying. I



spent two hitches in the German air force reserve flying military planes. Like skin-diving, which I also do, it seems to give me a mastery of the third dimension. In Germany I made all my business trips in a Messerschmitt Typhoon.

FLYING FUN AND A FAMILY TEA

At Huntsville, which is in the northern part of Alabama, Von Braun lives in a small house with his wife and two daughters. The parents speak German only occasionally to keep their American-born children fluent in two tongues. Von Braun has known his wife ever since she was a child in Berlin and he was a university student. He went back to Bavaria in 1947 to

marry her. Dr. von Braun recalls the marriage: "When I went back nobody noticed me before the wedding. Then there was a story in the papers and outside the church a counterintelligence lieutenant was waiting. His concern was that the Russians might kidnap me. That danger no longer exists. I couldn't tell the Russians anything about rocketry. I'd only learn."



SITTING ON FLOOR, Von Braun makes phone call. He has had private number ever since a man called one New Year's Eve asking for ticket to the moon.

AT FAMILY GATHERING Von Braun has afternoon tea and cake. Margrit, 5 (*on couch*), and Iris, 8, both have flu. Next day Mrs. von Braun got it too.





I could be anywhere in Central Europe within two hours. Once Himmler arrested me and accused me of keeping the plane gassed up so I could fly off to England with the V-2 secrets, which was pretty absurd." At right he con-

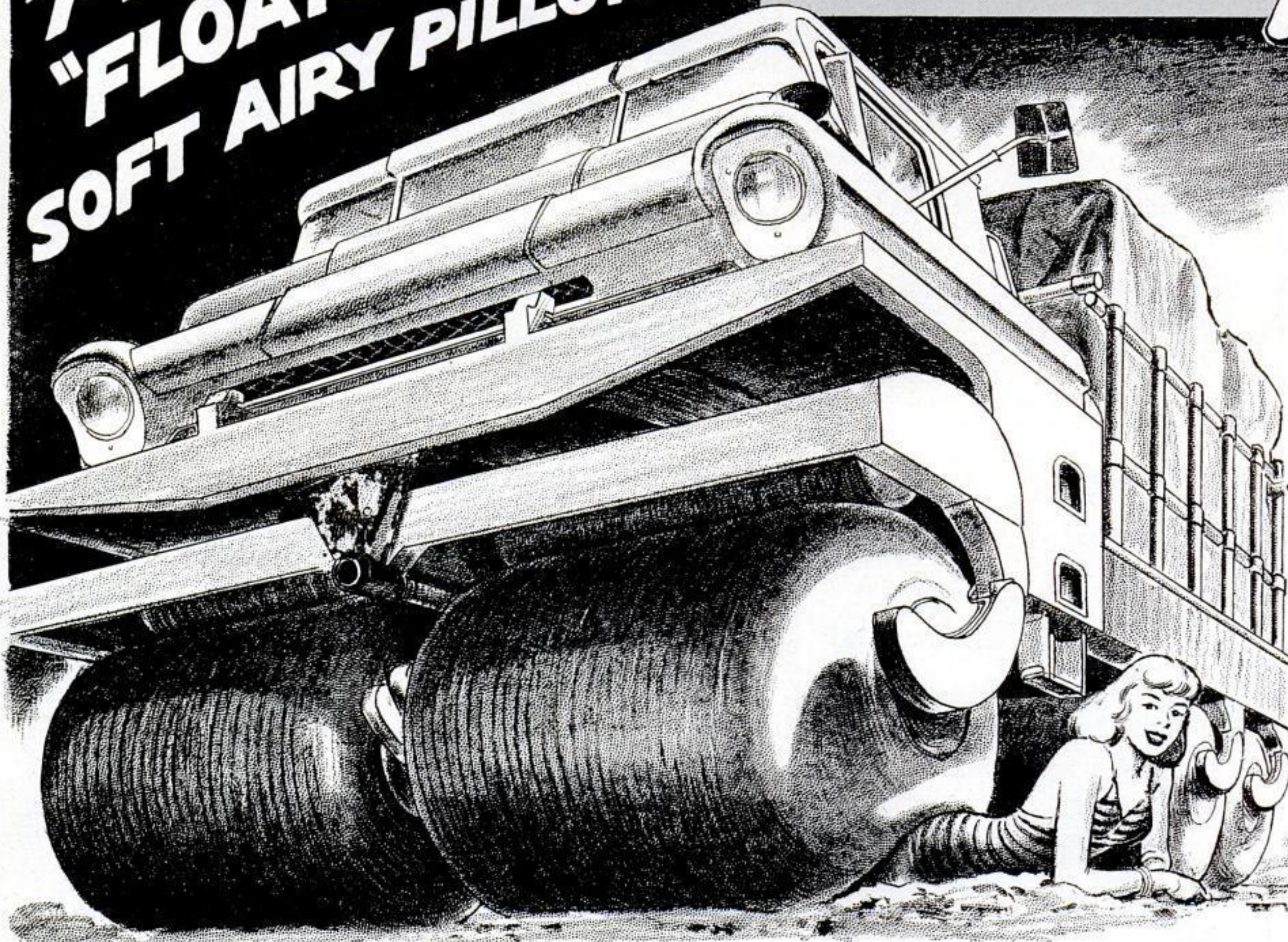


gratulates wife on her progress: "Maria has already soloed. She took up flying this summer, and her teacher says she's making good progress. I kid her that the only reason she learned is to get to bigger cities and spend more money."

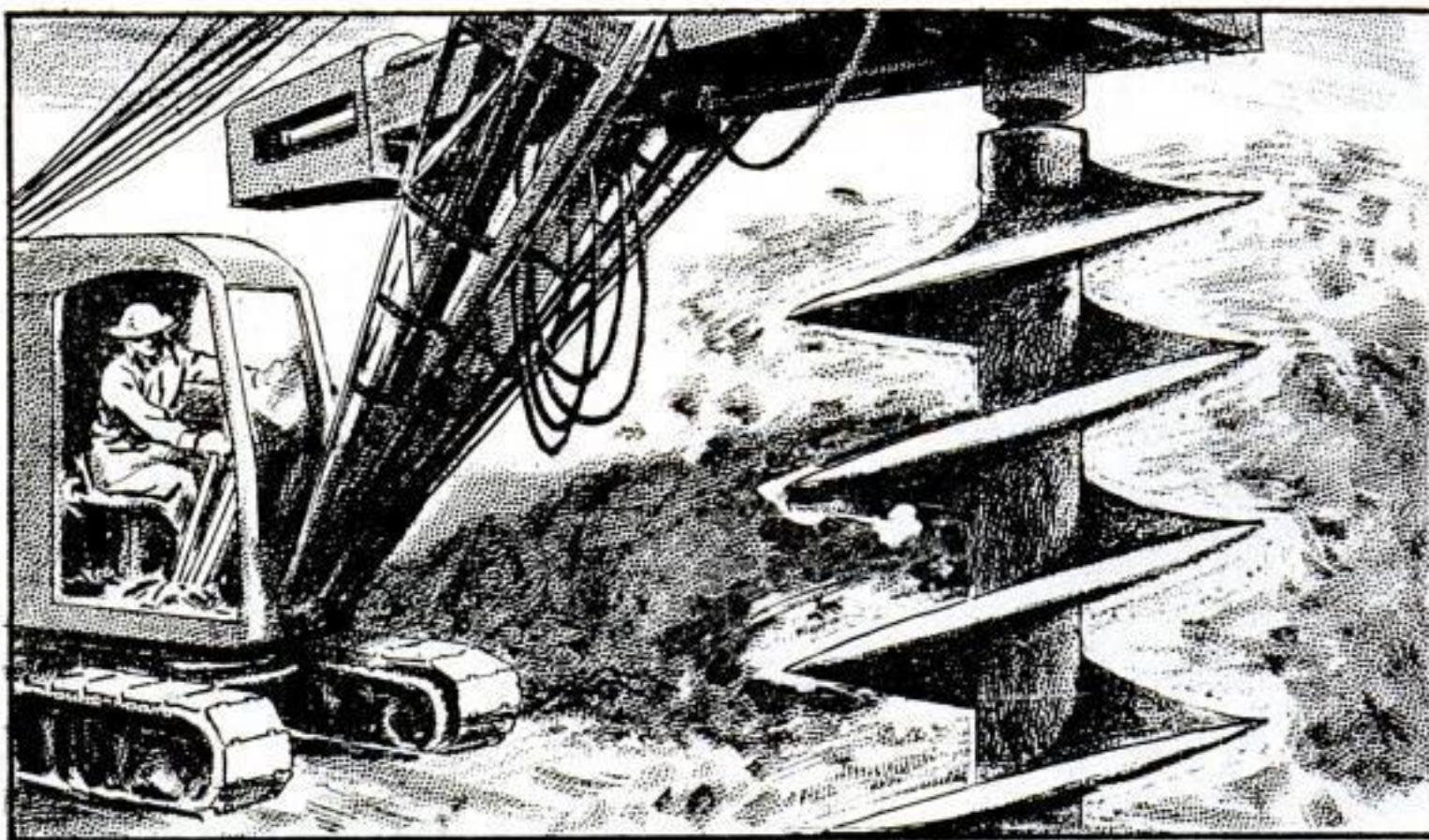


**7-TON TRUCK
"FLOATS" ON
SOFT AIRY PILLOWS!**

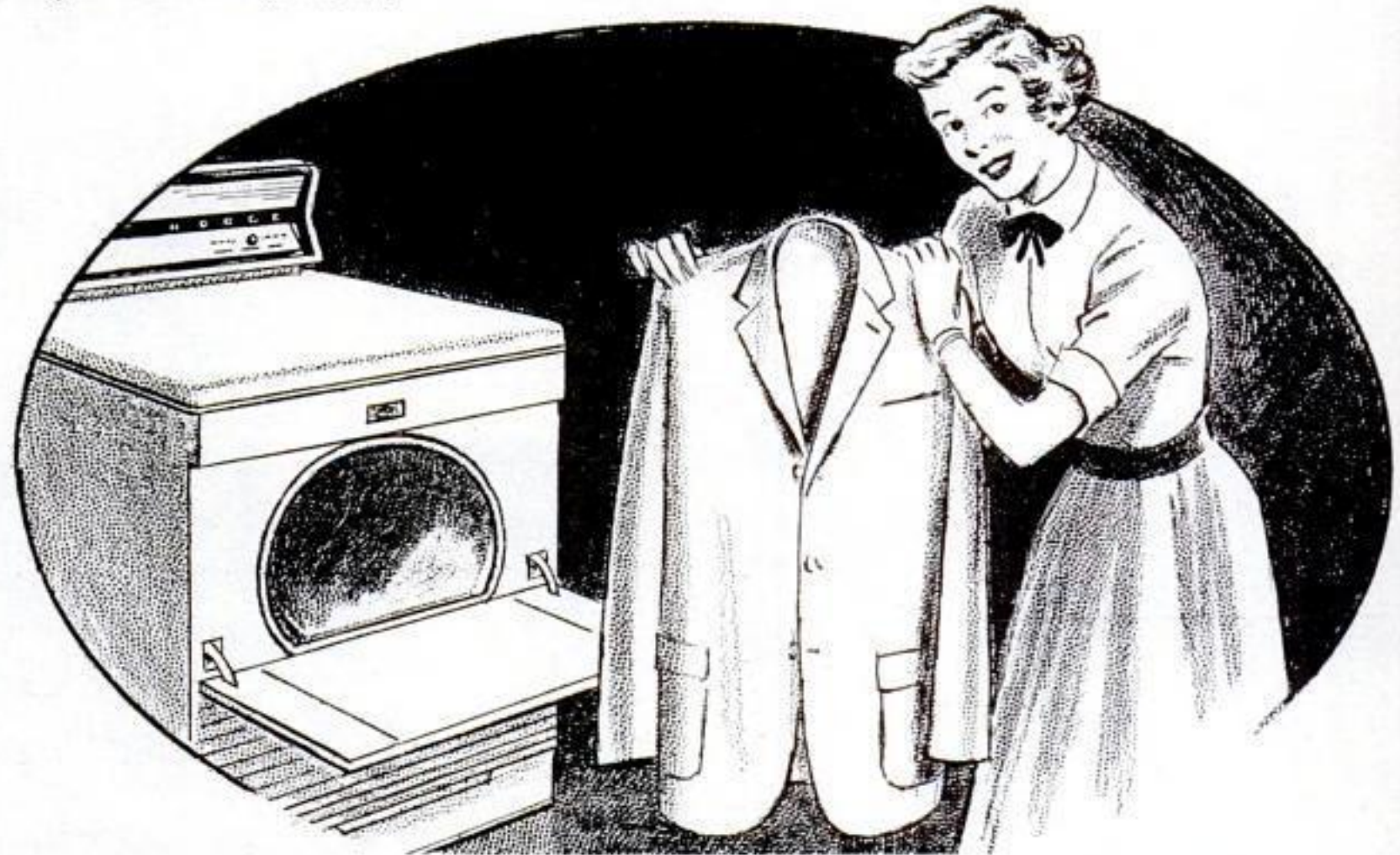
RIPLEY'S



NO WHEELS! THIS TRUCK ROLLS ON AIR-FILLED, RUBBER PILLOWS. THESE SPREAD THE TRUCK'S WEIGHT OVER A WIDE AREA TO "FLOAT" IT OVER SAND, SNOW OR MUD. THEY CAN EVEN RUN OVER A GIRL WITHOUT HARMING HER! PROPELLING THE PILLOWS REQUIRES ENGINE POWER TO BE APPLIED AN UNUSUAL WAY. CHAIN DRIVES FROM **B-W'S MORSE CHAIN** ARE USED. THEY WHIRL HEAVY ROLLERS AGAINST THE TOP SURFACE OF THE PILLOWS TO REVOLVE THEM... MAKE POSSIBLE THE TRUCK'S EFFICIENT PERFORMANCE.



DRILLS HOLES 8 FEET WIDE TO STOP LANDSLIDES! THIS HUGE DRILL QUICKLY BORES HOLES IN MOUNTAINSIDES -- 8' ACROSS, UP TO 100' DEEP -- FOR IMBEDDING CONCRETE TO HOLD EARTH IN PLACE. TO DELIVER NEEDED POWER, THE MAIN SHAFT THAT SPINS THE DRILL MUST BE GIVEN EXTRA FLEX TO WITHSTAND THE STRAIN. FLEXIBLE STEEL JOINTS FROM **B-W'S MECHANICS UNIVERSAL JOINT** DO THE TRICK. RUGGED, PRECISE, THEY TAKE THE LOAD.



NEWEST DRYER DRIES "WASH and WEAR" SUITS WRINKLE-FREE! NOW "WASH AND WEAR" SUITS NEEDN'T SLOWLY DRIP DRY! THE NEWEST **TIMELINE CLOTHES DRYER** MADE BY **B-W'S NORGE** DRIES THEM FAST WITHOUT A WRINKLE. A NEW DIAL SETTING CALLED "WRINKLE-OUT" AUTOMATICALLY GIVES THE EXACT COMBINATION OF HEAT AND AIR FOR THE PRECISE TIME NEEDED BY SYNTHETIC FABRICS TO RESTORE THAT FRESH-PRESSED LOOK.

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MAKE IT BETTER**

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B-W

T.M.

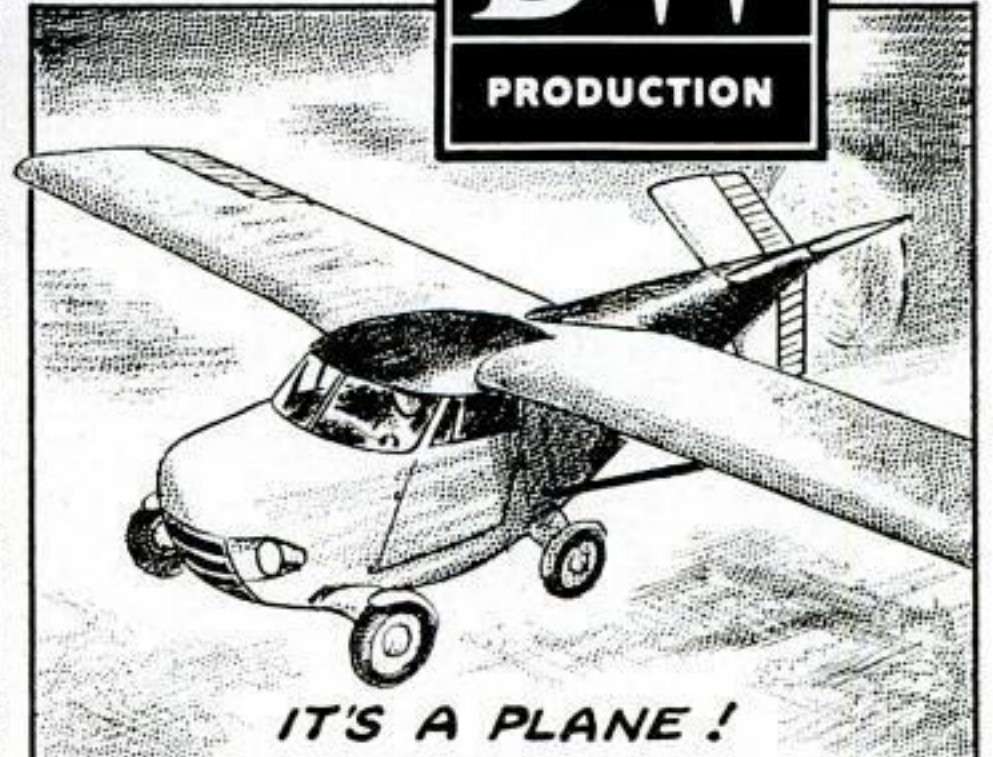
PRODUCTION

BORG-WARNER SKILL AND INGENUITY BENEFIT ALMOST EVERY AMERICAN EVERY DAY THROUGH THE AUTOMOTIVE, AVIATION, MARINE, FARM MACHINERY AND HOME EQUIPMENT FIELDS!

19 OUT OF THE 20 MAKES OF CARS  **CONTAIN ESSENTIAL B-W PARTS. EVERY COMMERCIAL PLANE**  **AND MANY SHIPS**  **HAVE VITAL B-W COMPONENTS. 9 OUT OF 10 FARMS USE B-W EQUIPPED MACHINES.**  **EVERY OIL FIELD USES B-W EQUIPMENT. MILLIONS OF HOMES HAVE B-W BUILDING MATERIALS, EQUIPMENT AND APPLIANCES.** 



IT'S A CAR!

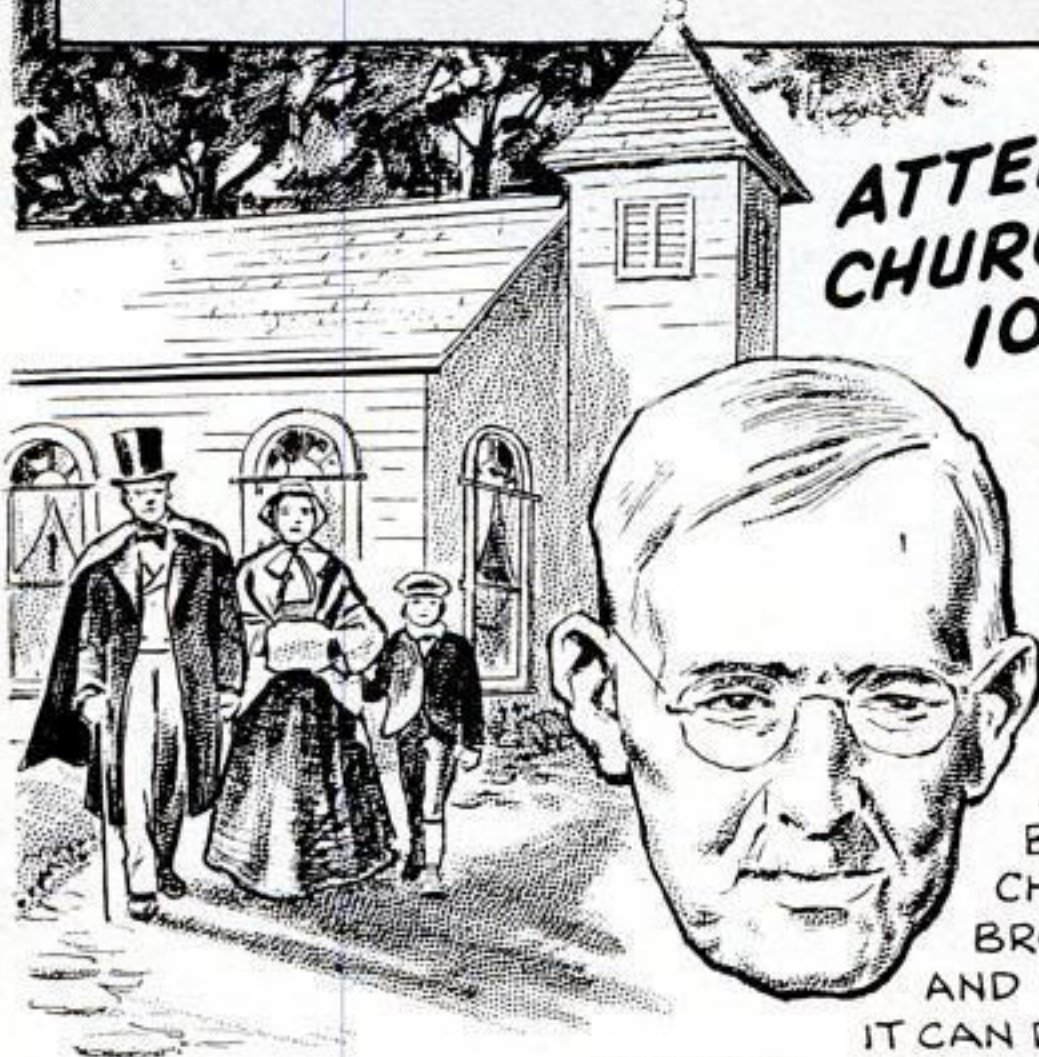


IT'S A PLANE!

NEW SPORTS CAR GETS DRIVERS UP IN THE AIR!

THE DRIVER SIMPLY HOOKS THE WINGS AND TAIL TO THIS SPORTY CAR AND TAKES TO THE AIR. THE ENGINE DOES DOUBLE DUTY EFFICIENTLY, THANKS TO A CARBURETOR FROM **B-W'S MARVEL-SCHLEBLER**. IT ADJUSTS TO PROVIDE THE DIFFERENT AIR-FUEL MIXTURES NECESSARY FOR SAFE FLYING AND PRACTICAL DRIVING --AN IMPORTANT REASON FOR CAA'S CERTIFICATE OF AIR-WORTHINESS TO THIS FLYING AUTOMOBILE.

ATTENDED SAME CHURCH FOR OVER 100 YEARS!



MR. JOHN A. MCGILL OF SMYRNA, S.C., GOT STARTED EARLY IN HIS CHURCH-GOING. HE ATTENDED THE SAME CHURCH ALL HIS LIFE--SINGING IN THE CHOIR UNTIL AFTER HIS 100th BIRTHDAY. FAITHFUL CHURCH ATTENDANCE BROUGHT HIM HELP AND INSPIRATION.

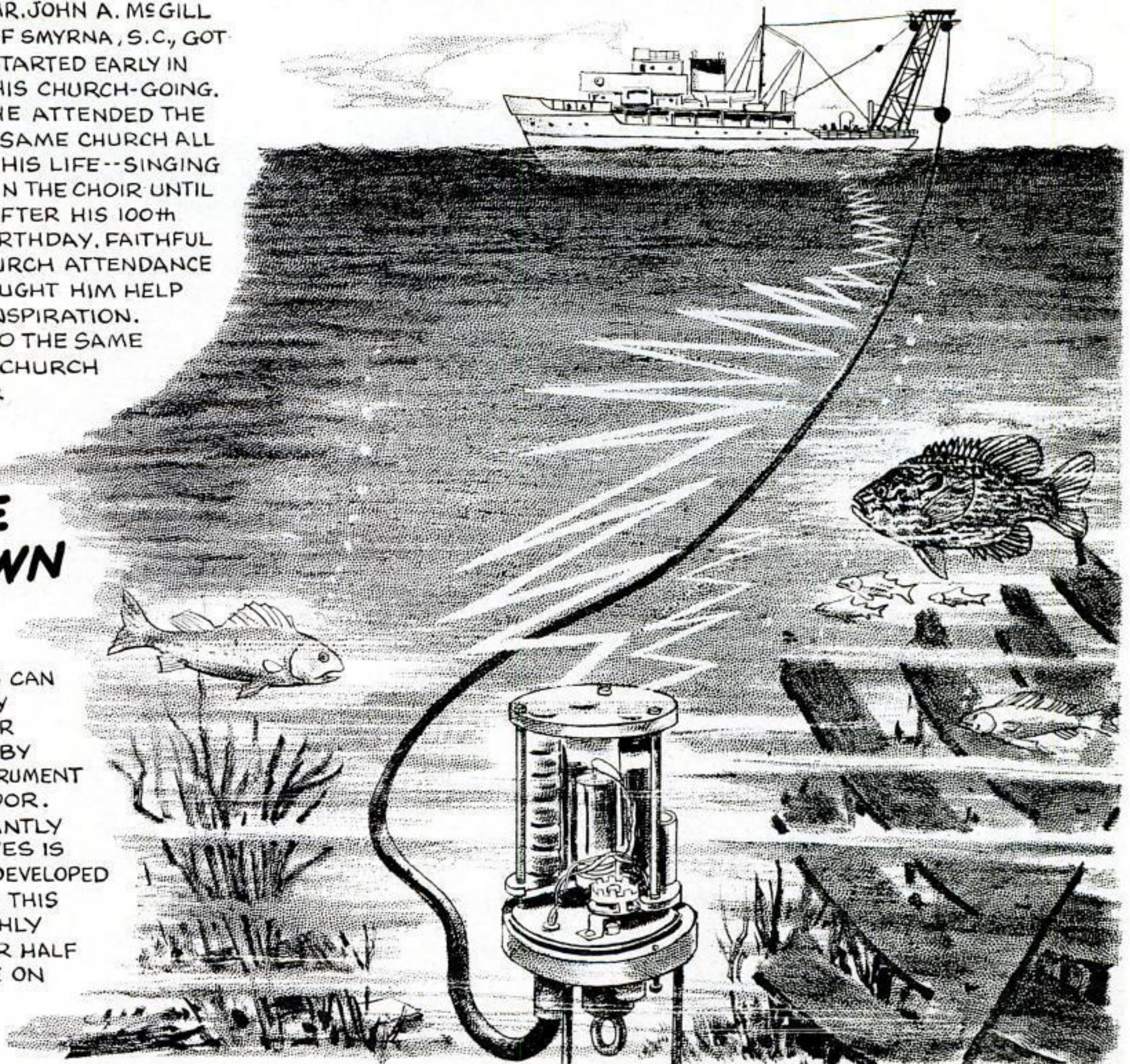
IT CAN DO THE SAME

FOR YOU. ATTEND CHURCH

OR SYNAGOGUE REGULARLY WITH YOUR FAMILY. **WORSHIP TOGETHER EVERY WEEK.**

NEW VOICE OF THE DEEP GIVES LOWDOWN ON WAVES!

SCIENTISTS CAN NOW STUDY OCEAN BEHAVIOR WITH NEW ACCURACY BY USE OF AN INGENUOUS INSTRUMENT LOWERED TO THE OCEAN'S FLOOR. ITS ABILITY TO DETECT AND INSTANTLY REPORT DEEP-DOWN EFFECTS OF WAVES IS ACHIEVED WITH AN ELECTRONIC DEVICE DEVELOPED BY **BORG-WARNER'S B J ELECTRONICS**. THIS **VIBROTRON*** PRESSURE GAUGE IS SO HIGHLY SENSITIVE THAT EVEN AT DEPTHS OF OVER HALF A MILE IT WILL SENSE A 6-INCH RIPPLE ON THE WATER'S SURFACE.



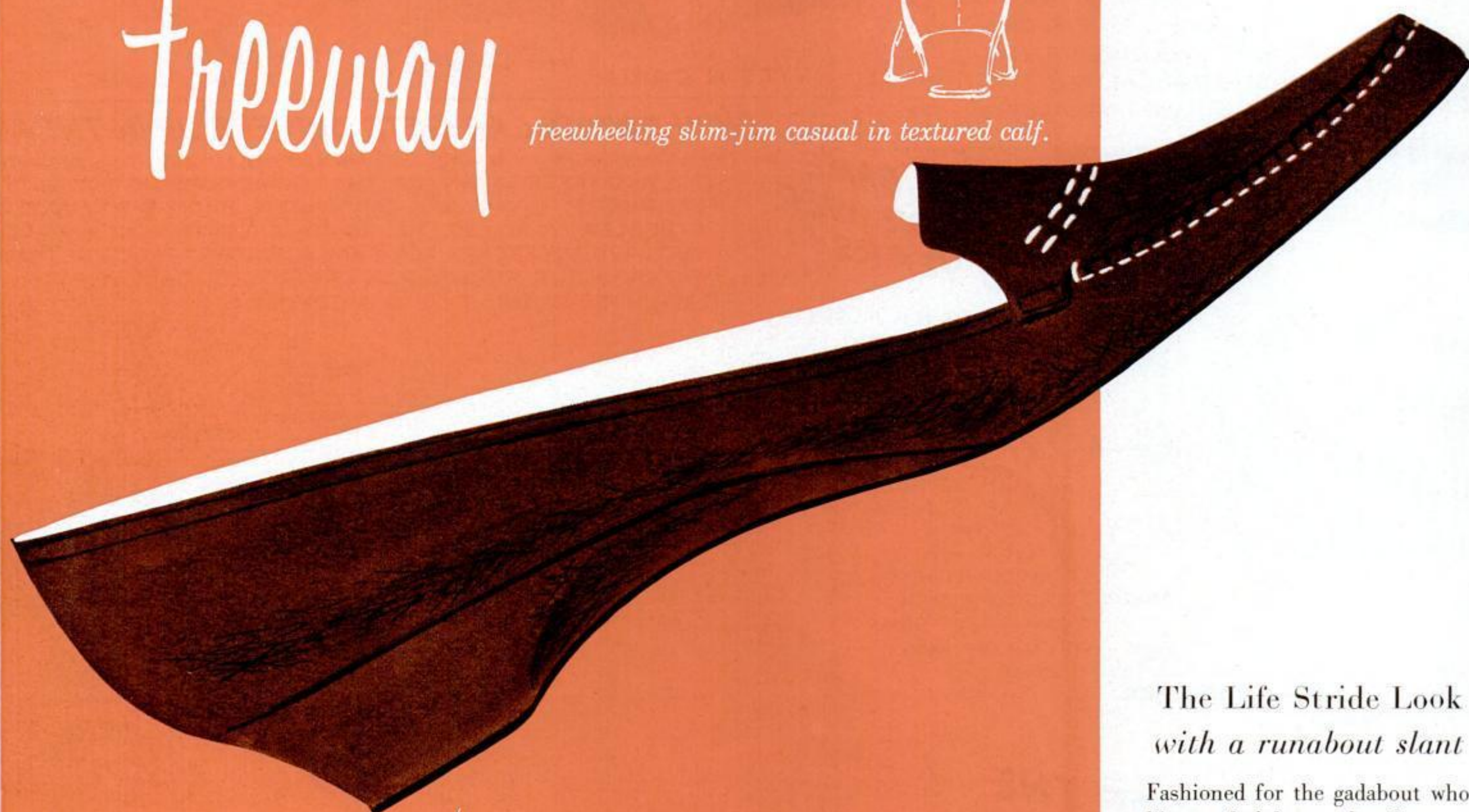
These units form **BORG-WARNER**, Executive Offices, 310 S. Michigan Ave., Chicago • Research Center, Des Plaines, Ill. **DIVISIONS:** ATKINS SAW • BORG & BECK • BYRON JACKSON • CALUMET STEEL • DETECTOLAB • FRANKLIN STEEL • INGERSOLL CONDITIONED AIR • INGERSOLL HUMPHRIES • INGERSOLL KALAMAZOO • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • MARBON CHEMICAL • MARVEL-SCHLEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • NORGE • PESCO PRODUCTS • PRIMOR PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WOOSTER DIVISION • YORK. **SUBSIDIARIES:** B-W ACCEPTANCE CORP. • BORG-WARNER INTERNATIONAL • BORG-WARNER, LTD. • BORG-WARNER SERVICE PARTS • BYRON JACKSON OF CANADA, LTD. • BJ SERVICE, INC. • BJ ELECTRONICS • EBERHARDT-DENVER • LONG MFG., LTD. • MORSE CHAIN • MORSE CHAIN OF CANADA, LTD. • REFLECTAL • WARNER GEAR, LTD. • WESTON HYDRAULICS, LTD.

Quality at your feet...



Freeway

freewheeling slim-jim casual in textured calf.



life stride
the young point of view in shoes

*The Life Stride Look
with a runabout slant*

Fashioned for the gadabout who likes to feel free on her feet . . .

Life Stride's own FREEWAY.

The sportscar lines of a go-places casual . . . the slimmed-down silhouette with tapered toe and tapered Italian wedge heel, too. Soft, textured leather to blend with this season's textured tweeds and plaids. In a rich Briarwood that's perfect with browns, almonds, taupes.

Shoes illustrated, 8.95. Other styles, 6.95 to 10.95. Higher Denver West.



FOUR-YEAR-OLD operates simple phonograph, plays own records. Here he puts on a French song.

CHILDREN'S RECORDS PLAY BETTER TUNE

Profits go up as babble and baby talk diminish

The first child's record ever made had top talent to bill: it was an 1877 recording of Thomas Edison reciting *Mary Had a Little Lamb*. After that for many years children's records had little worth or dignity. They consisted largely of animal noises, foolish baby talk and dreary music. Most disks were scratchy and easy to break. During the past 10 years record companies have found that talking down to children does not necessarily make them

listen. Today they are using top orchestras, singing and acting talent to make records for children which have become a \$15-million-a-year business.

The greatest volume is found in 25¢ and 49¢ records, many excellent. But the demand for more expensive records (\$1 up) has been growing. Experts agree that no child is too young to develop a taste for music, and a record library suggestion for children from the ages of 2 to 8 is on page 148.

SEVEN-YEAR-OLDS like to choose own records at supermarkets, select them chiefly by appeal of jackets. →

CONTINUED



SOUNDS FOR 'LITTLE RED RIDING HOOD'



NOISEMAKERS are collected by Ralph F. Curtiss for a record to accompany the *Little Red Riding Hood* Golden Book. Basket and potato chips make sounds of mother packing gift for the grandmother.



SKIPPING SOUND to accompany Little Red Riding Hood as she goes through the forest toward her grandmother's house is realistically achieved by Ralph Curtiss as he crackles a bundle of broomcorn.



DEATH OF WOLF, killed by woodsman with one blow of an ax after the wolf has devoured Little Red Riding Hood and her grandmother, is created by Curtiss clapping two leather mittens together.

EFFECTS FOR 'THE THREE BEARS'

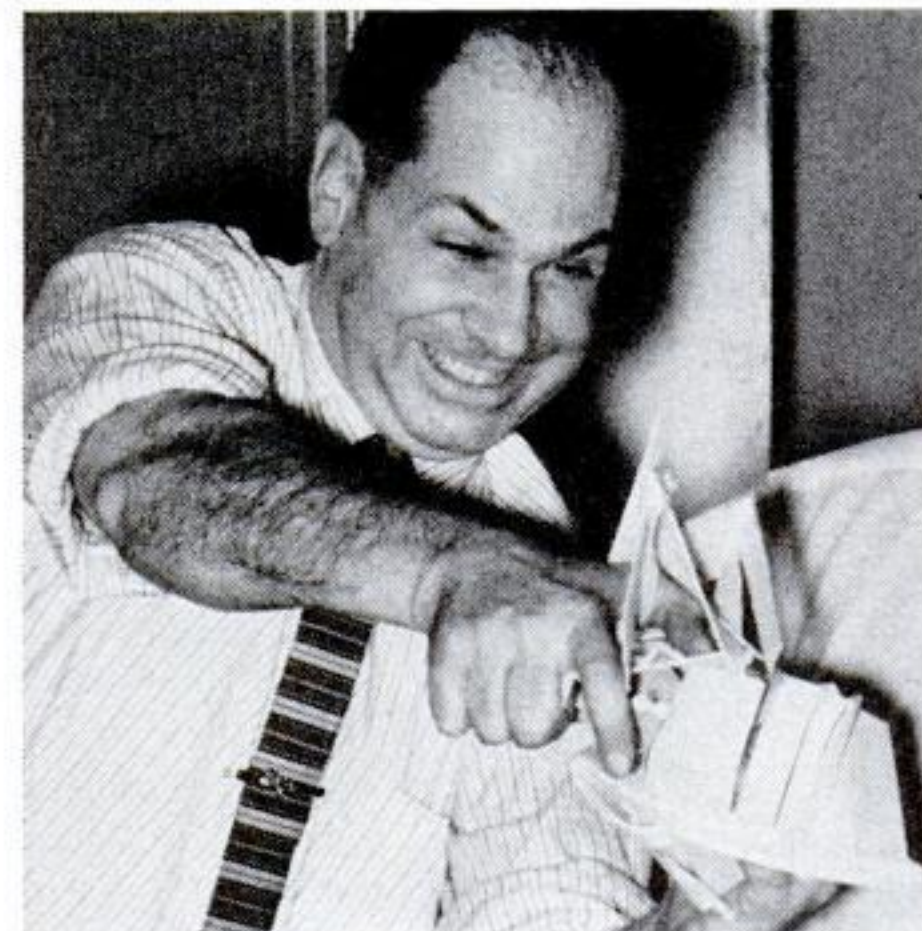


FILLING BOWLS for bears, Curtiss blows into hose inserted in water. He blows hard as Mama Bear

pours porridge into big bowl for Papa, more softly as she fills her bowl, very softly for Baby's bowl.



SQUEAKING DOOR is heard after Goldilocks, wandering in the forest, finds house of the bears, knocks politely, then enters the house. The sounds are made with a portable door and a squeak box.



BREAKING CHAIR of Baby Bear, which crashes under Goldilocks after she has found Papa's and Mama's chairs uncomfortable, is noisily reproduced for record as Engineer Curtiss crumbles berry box.

CONTINUED

Here's what you should do about **COLDS or ASIATIC FLU!**

- 1. See your doctor**
- 2. Get plenty of bed rest**
- 3. Drink lots of fruit juice**
- 4. Take Aspirin for fever and pain**

BAYER ASPIRIN MAKES YOU FEEL BETTER-FAST!

THE SYMPTOMS of the common cold—and of highly contagious Asiatic Flu—are remarkably similar. Fever, headache, muscular aches and pains, backache and sore throat are among the characteristics of both diseases.

The moment you are aware of any of these symptoms, you should, of course, get in touch with your doctor. Meanwhile, rest in bed as much as possible, drink as much fruit juice as you can, and take Bayer Aspirin without delay.

The importance of taking Bayer Aspirin at the first sign of a cold or Asiatic Flu cannot be over-emphasized. Both diseases, if neglected, can

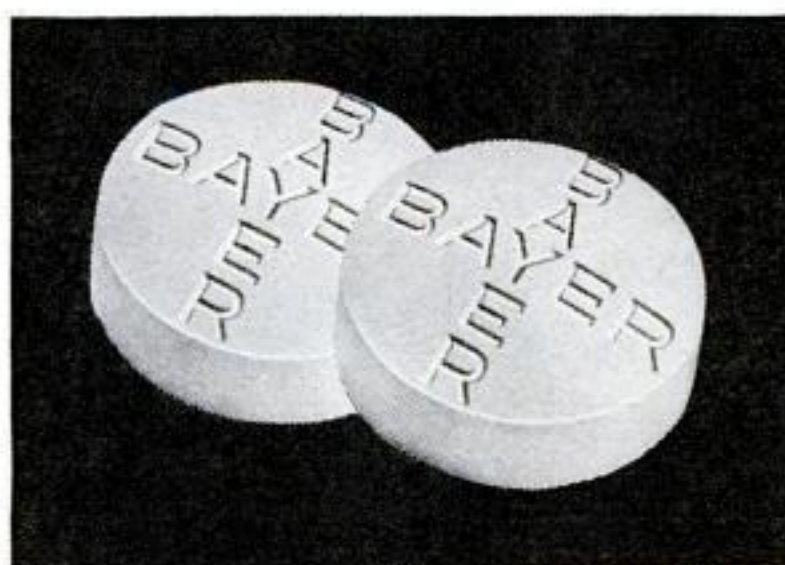
cause you serious trouble... Asiatic Flu especially—for it not only spreads with insidious speed, but can lead to pneumonia.

Bayer Aspirin will make you feel better fast—because it relieves aches and pains with astonishing speed, and quickly reduces fever as well.

We believe your own doctor or public health official will tell you that Bayer Aspirin brings the relief you need for the painful discomforts caused by colds or Asiatic Flu.

Remember—penetrating research confirms that

Bayer brings the *fastest* relief
... the *fastest*, most *gentle-to-the-stomach* relief you can get.

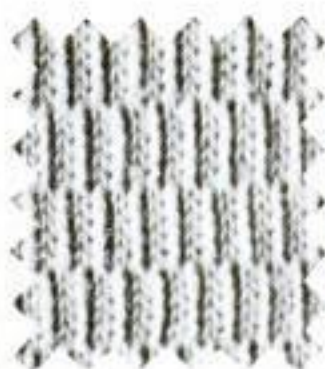


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Great Outdoors Wear

**MAYO
SPRUCE**
THERMAL UNDERWEAR



Developed by U.S. Navy
for coldest weather



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• HUNTERS
• SPORTSMEN
• OUTDOOR
WORKERS

Now anyone who works or plays in winter weather can be warm and comfortable with scientifically designed Mayo Spruce Thermal underwear. Thousands of knitted "pockets" in fabric trap and hold natural body warmth. Soft, full-combed cotton never itches or scratches. DACRON in shirt collars prevents sagging. Fully washable. Cuts down on need for heavy outdoor clothing. Ask for Mayo Spruce at your favorite store!



UNDERWEAR • SPORTSWEAR • SLEEPWEAR

Mayo Sales Corporation, Selling Agents for
Washington Mills, 5014 Empire State Bldg., N.Y.C.

CHILDREN'S RECORDS CONTINUED



CALYPSO is a new favorite with children who like the strong rhythm and take pleasure in the odd lyrics. Here the Clark Kids, 12-year-old Elia Clark and his 9-year-old sister Michele, who have played in Broadway and TV shows, record *Calypso Songs for Children* with Jackie Fields and his calypso band.



ACCESSORIES often accompany children's records. At top: the Thorne sisters read an abridged volume of *Hansel and Gretel* while a record recites the story and plays Humperdinck music (Golden Records). At bottom: the girls look at stereo slides that come with the record of *Robin Hood* (Columbia).

CAT-ZIP AROMATIC PLAY BALL

With a
built-in
aroma
all cats
adore!



This unique, roly-poly, bouncy, plastic ball has a core that releases a unique aroma — a secret ingredient that cats just can't resist!

CAT-ZIP provides the playful, healthful activity all kinds of cats thrive upon. Buy one for your furry friend — patrician Persian, smart Siamese, or untitled Tabby — then watch the fun!

CAT-ZIP Aromatic Play Ball is sold at leading Hardware, Drug, Department Stores, Five and Ten's, Pet Suppliers and Supermarkets everywhere. ONLY 59¢

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XOPHONIC

Convert your present Hi-Fi set to thrilling 3rd dimensional sound. Write for free catalog. RADIO CRAFTSMEN, 4223 LI West Jefferson Blvd., Los Angeles 16, Calif. DEALERS WANTED.

Exclusive 4-Way Action

QUICK RELIEF for
NASAL CONGESTION of

- head colds
- hay fever
- sinusitis

F&F NASAL
SPRAY

F & F LABORATORIES
CHICAGO 32, ILLINOIS



FOR EVERY BUDGET... and ANY HOME

DINETTES
by

**B
R
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At Leading Furniture & Dept. Stores

SKIN ITCH

driving you frantic?

Nothing relieves chapped, itching, irritated skin like Dermassage — the medicated lotion used daily in over 4,000 HOSPITALS for "all-over" skin comfort.

At all drug counters.
Non-alcoholic, not
greasy, can't stain.



MEDICATED
dermassage

89c and \$1.49
—no fed. tax

CONTINUED

Massachusetts Mutual announces

—Premium Rate Reductions

—Lower Rates for Larger Policies

—Additional Savings for Women



Massachusetts Mutual is now offering nearly all of its life insurance policies at lower premium rates.

Also, you save when you buy a larger policy! The rate per \$1,000 steps down when you buy a \$5,000 policy . . . further down on a \$10,000 policy . . . still further down on a \$25,000 policy. Why? Because our handling expense per \$1,000 is lower on larger policies.

For women, there are important additional savings. Massachusetts Mutual has made women *three years younger* than men—in terms of life insurance premium rates.* Why? Because women live longer than men.

And the Massachusetts Mutual policy contracts continue to be outstanding for their quality, flexibility, and liberality.

Ask your Massachusetts Mutual man to show you what our new premium rates can mean to you in year-after-year savings and in security for your family. Or call our General Agent listed under "Massachusetts Mutual" in your phone book.

*In a few states, because of statutory limitations, women will pay the same premium rates as men, but will receive higher dividends under our 1958 schedule.

Massachusetts Mutual
LIFE INSURANCE COMPANY
SPRINGFIELD, MASSACHUSETTS
The Policyholders' Company



Not Just a Promise

... a guarantee!



**SOFT, SMOOTH,
RADIANT SKIN
IN 7 DAYS**

... or it costs you nothing!

Here's your chance to see how lovely your skin can be when you give it proper care with Cuticura Soap and Ointment.

Cuticura Soap is so wonderful because it is uniquely *superemollient* to help maintain the natural moisture and clarity of your skin. Lather-massage morning and night.

For hateful blackheads, externally caused pimples, flaky dryness, use Cuticura Ointment nightly.

See exciting improvement in 7 days—or return to Cuticura for full refund.

Cuticura



Try new Squeeze-Bottle Cuticura Shampoo—

Better than soap shampoo—better than soapless shampoo—combines best features of both! Leaves hair silky, gleaming, completely manageable. Unbreakable squeeze bottle makes shampoo go up to 50% further! At leading drug counters.

CHILDREN'S RECORDS CONTINUED

BASIC COLLECTION

"Children's tastes in music differ, but only after they have been exposed to a variety of musical experiences can they or their parents know what they prefer," says Dr. Emma D. Sheehy, professor of education at Teachers College, Columbia University. An expert on the use of music and audio-visual aids, and author of *There's Music in Children*, Dr. Sheehy believes that children will enjoy many kinds of music. In general, she has learned that a 2-, 3- or 4-year-old should have records with excerpts of classics, marches, folk songs, easy foreign songs, Mother Goose stories, simple fairy tales. At 5, 6, 7 or 8 these records should be supplemented with more complicated classical music, show tunes, more foreign music, music appreciation records and longer stories. Past 8, a child is usually reaching into the grownup's world of records for operas, full musical shows, full-scale classical recordings. Below are some titles that most children enjoy.



EXPERT on child's music is Dr. Emma D. Sheehy.

RECORDS FOR AGES 2 TO 4

Pizzicato, Cortège de Bacchus (Musical Sound Books)

10-inch 78 rpm, \$1.55

Birds, Beasts and Bigger Fishes (Folkways) 10-inch LP, \$4.25

Burl Ives Sings Songs for All Ages (Columbia) 12-inch LP \$3.98

Cowboy Songs (Mercury Childcraft) 10-inch 78 rpm, 98¢

The Golden Treasury of Mother Goose (Golden) album, 78 rpm, \$1

Songs in French for Children (Columbia) 12-inch LP, \$3.98

Bozo's Merry-Go-Round (Capitol) 10-inch 78 rpm, 99¢

Concerto for Toys and Orchestra (Young People's Records)

10-inch 78 rpm, \$1.19

Ringling Brothers Barnum and Bailey Circus Band (Capitol)

12-inch LP, \$3.98

Walk in the Forest (Young People's Records) 10-inch 78 rpm \$1.19

RECORDS FOR AGES 5 TO 8

Music of the Sioux and the Navajo (Folkways) 12-inch LP, \$5.95

Children of Paris (Grand Award Records) 12-inch LP, \$4.98

Folksongs for Children of All Ages (Cantemos) 10-inch LP, \$3.98

The Story of Jazz (Folkways) 10-inch LP, \$4.25

Songs of Many Lands (Decca) three 7-inch 45 rpm, \$2.93

Peter and the Wolf, The Young Person's Guide to the Orchestra (Columbia) 12-inch LP, \$3.98

Robin Hood, Treasure Island (Columbia) 12-inch LP, \$3.98

Peter Pan (Columbia) 12-inch LP, \$4.98

Hansel and Gretel (Columbia) two 12-inch LP, \$7.96



15,000 RECORDS a day are molded by this machine in the Mountainside, N.J. plant which makes disks for Bell Records and for Little Golden Records.

MAD FOR LADS
who use
AERO SHAVE!



Save 20¢ a Can!

Get hep lads! Get rich, creamy push-button AERO SHAVE! Three beard softeners plus Lanolin! 3 months supply 59¢.

59¢

AERO SHAVE

What Do 3 Out of 4 Doctors Recommend to Relieve Pain?

A survey shows 3 out of 4 doctors recommend the famous ingredients of Anacin Tablets to relieve pain of headache, neuritis and neuralgia. Here's why Anacin gives you better *total* effect in relieving pain than aspirin or any buffered aspirin:

- ➔ **ACTS INSTANTLY:** Anacin goes to work *instantly*. Brings fast relief to *source* of your pain.
- ➔ **MORE EFFECTIVE:** Anacin is like a doctor's prescription. That is, Anacin contains not one but a combination of effective, medically proven ingredients.
- ➔ **SAFER:** Anacin simply *can not* upset your stomach.
- ➔ **LESSENS TENSION:** Anacin also reduces nervous tension, leaves you relaxed, feeling fine after pain goes. Buy Anacin today! **ANACIN®**

COLD SORES **LIP-EZE**
ANTISEPTIC LIP SALVE
FEVER BLISTERS • CHAPPED LIPS
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GIFT FOR MILADY
"Bear-est" Member of the
BEAR BRAND family!



Full fashioned, sheer as soft spring mist
Or seamless—no seams to slip or twist.
Wide choice of style or glamour shade—
The finest nylons ever made!



BEAR BRAND Hosiery Co.
CHICAGO 3, ILLINOIS
Guaranteed Quality Hosiery Since 1893

An Old New England Special



1 pkg. TEMPO + 1 egg + 1 lb. hamburger for a family size meat loaf, oven-ready in 3 minutes! TEMPO is crisp crumbs, parsley, onion, tomato, spices, herbs. The quick mix for meat loaf is **TEMPO**. At your food store or write HENRY THAYER CO., Cambridge, Mass.

The 1958 Fords are out ...

Rent one from **Avis** today

When you rent a car from Avis you get the best ... in equipment and in service. Waiting for you will be a car you are proud to drive ... sparkling on the outside, faultlessly clean on the inside. And it will be a *new* car.

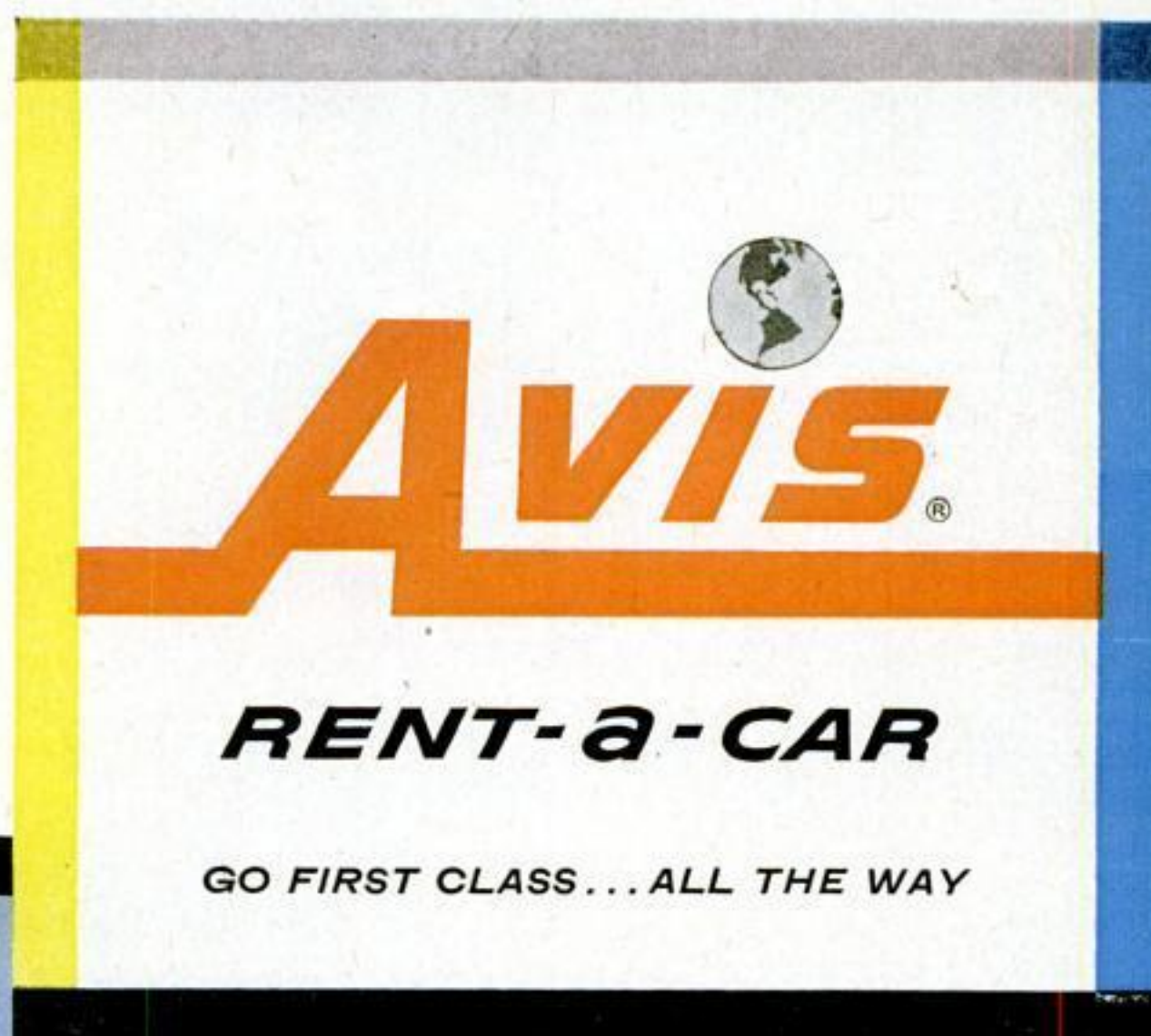
Avis is always among the first to get new models from auto manufacturers. For instance, you can rent a sleek, beautiful 1958 Ford from Avis *today*. Or you can choose other fine makes of new cars.

Yet it costs no more to go first class with Avis. For instance, two travelers can enjoy the convenience of a spick-and-span Avis car for two days in Chicago, drive 200 miles, at a cost of only \$18 each; or for three people, just \$12 each!

Next trip go first class ... *all the way*. Have an Avis car waiting for you. To reserve a car anywhere in the world, call the nearest of more than 1000 Avis stations. Look under "A" in the phone book.

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LUXURY WITH LEFTOVERS

What remains of the roast can be the beginning of some excellent dishes

MODERN LIVING



TWO ROASTS, a 10-pound veal shoulder, upper left, and a 7½-pound leg of lamb, upper right, are shown with some of the fine dishes that can be made from their leftover portions. Right of the veal roast are veal and mozzarella sandwiches, an Italian dish; lower left is Hungarian veal goulash; right, veal-stuffed peppers. On this page is a French lamb cassoulet (*center*); below it is Scotch broth, a full-meal soup. At lower right is shepherd's pie, claimed by Scotland and England.

Many of the world's great traditional dishes have been developed by cooks who found the cupboard not bare but full of leftovers. Inventively scrambling and combining ingredients, they came up with new culinary triumphs. U.S. housewives today put a lot of earnest effort into camouflaging last night's meal—especially the roast—for tonight's serving. Their second-go dishes, however, are rarely distinguished

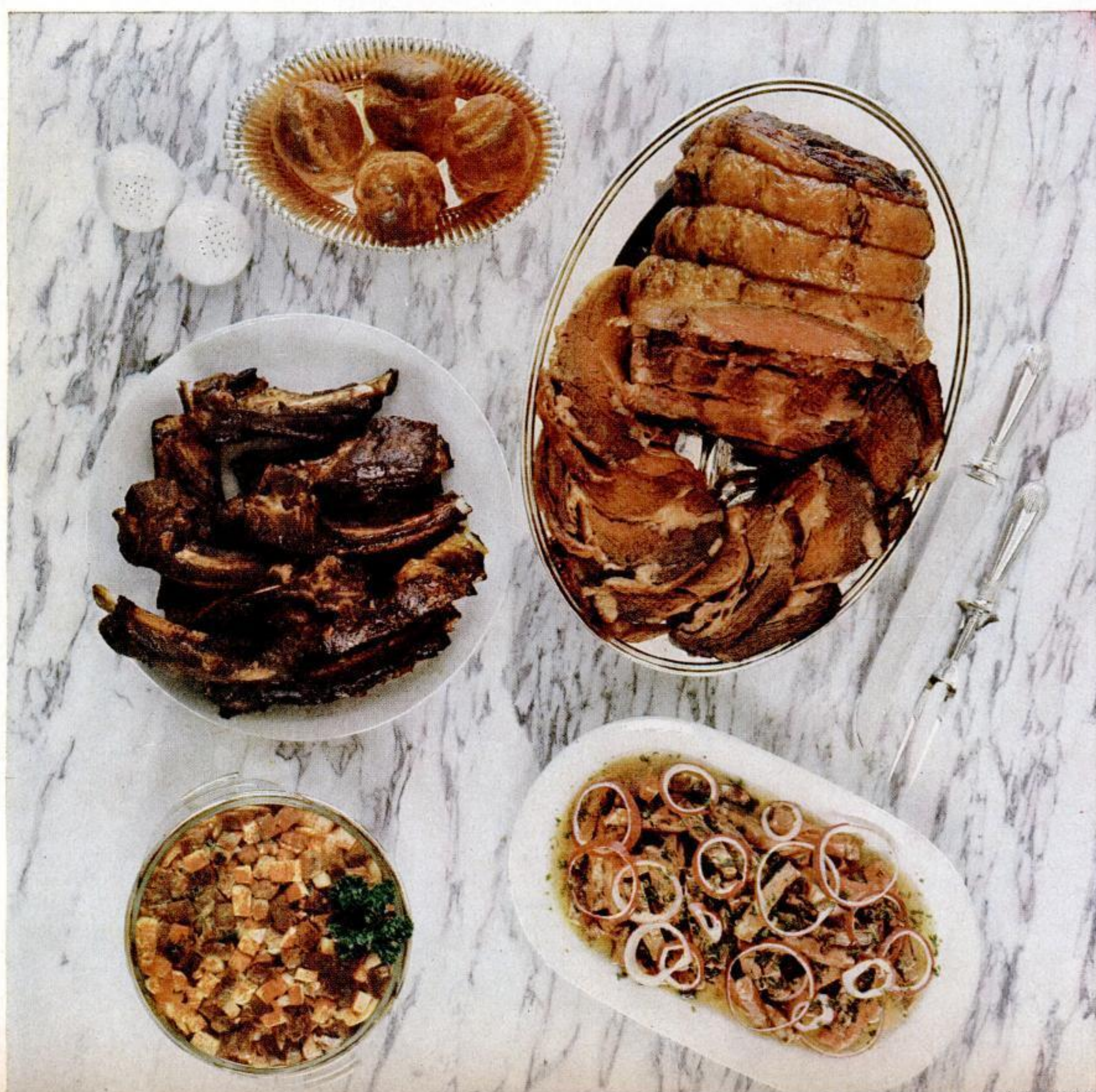
and most families look upon them as merely a necessary economy.

Yet leftover meats can be used to make meals that have more excitement and savor than the original roasts. Dishes like shepherd's pie and deviled beef bones—made only from leftovers—can be real table luxuries. On these pages are ways of using leftovers of four roasts in time-honored and delicious dishes. Recipes are on following pages.

CONTINUED



BAKED HAM, at upper right, keeps in the refrigerator for two weeks after cooking, need not be used up in a hurry. Top left is a Creole jambalaya, using diced ham; center is ham and cheese soufflé, quick dish for supper or Sunday brunch. At lower left is a ham casserole with sherry.



RIB ROAST (*top right*) produces leftovers even from the bones. Left of the roast are English beef bones diable. Below them is casseroled beef hash, made according to a special Austrian recipe. Right, for Sunday supper or luncheon, is beef vinaigrette as served in France.

RECIPES FOR SECOND-DAY DISHES FROM THE ROASTS

VEAL AND MOZZARELLA SANDWICHES

12 thin slices leftover veal	1 teaspoon anchovy paste
12 thin slices mozzarella cheese	1 teaspoon dry mustard
12 slices white bread, toasted	1 teaspoon oregano
½ cup butter	

Cream butter with mustard, anchovy paste, oregano. Spread on each slice of toast. Top mixture with slice of veal and slice of cheese. Broil under low heat until cheese melts. Serve with tomato wedges. Serves 6.

VEAL GOULASH

3 cups diced veal	½ teaspoon thyme
¼ cup butter	1 tablespoon paprika
2 cups thinly sliced onions	1 teaspoon grated lemon rind
2 cups beef stock	¼ teaspoon Tabasco
½ cup dry white wine	1 teaspoon brown bottled gravy sauce
3 tablespoons flour	½ teaspoon salt

Sauté onions in butter in skillet until tender. Add veal, thyme, paprika, lemon rind, salt, Tabasco and bottled gravy sauce. Cook 10 minutes, stirring frequently. Mix flour with beef stock and add gradually to veal mixture. Add wine. Cook, stirring constantly, until thickened. Serve over hot cooked buttered noodles. Serves 6.

VEAL STUFFED PEPPERS

2 cups diced leftover veal	¼ teaspoon basil
6 green peppers	2 teaspoons chili powder
1 No. 2½ can tomatoes	2 teaspoons Worcestershire sauce
2 cups cooked buckwheat groats	2 tablespoons grated Parmesan cheese
2 tablespoons grated onion	Paprika
2 tablespoons chopped parsley	1 teaspoon salt
¼ teaspoon thyme	½ teaspoon freshly ground black pepper

Cut off tops of peppers. Remove seeds and fibers. Parboil peppers for 10 minutes. Drain thoroughly. Combine veal, buckwheat groats, salt, pepper, onions, parsley, 1 cup of tomatoes, thyme, basil, chili powder, Worcestershire sauce. Stuff peppers with mixture, sprinkling each top with 1 teaspoon Parmesan cheese and dash of paprika. Set in greased baking dish and pour remaining tomatoes around them. Bake in moderate oven (350° F.) 30 minutes. Serves 6.

LAMB CASSOULET

2 cups cubed cooked lamb	1 clove garlic, minced
2 ounces salt pork, diced	1 tablespoon chopped parsley
1½ cups dried lentils	1 small bay leaf
3 cups chicken broth	½ teaspoon salt
1 No. 2 can Italian tomatoes with basil	½ teaspoon Tabasco
4 tablespoons finely chopped onion	

Brown salt pork in saucepan. Add remaining ingredients except lamb. Bring mixture to boil and cover. Reduce heat and simmer two hours. Add lamb and pour into greased casserole. Bake in moderate oven (350° F.) 20 minutes. Serves 6.

SCOTCH BROTH

2 cups diced lamb	½ cup barley
Bone from lamb roast	½ cup chopped parsley
4 tablespoons butter	1 cup diced carrots
3 leeks, thinly sliced	1 cup chopped celery with leaves
2 quarts water	½ teaspoon salt
4 chicken bouillon cubes	½ teaspoon freshly ground black pepper

Crack bone. Melt butter in saucepan and cook bone, lamb and leeks stirring frequently, until the meat has been browned. Add water, bouillon cubes, salt, pepper. Bring ingredients to a boil. Reduce heat, cover and simmer one hour. Add barley and continue simmering another hour. Add parsley, carrots and celery and simmer one-half hour longer. Serves 6.

SHEPHERD'S PIE

3 cups cubed leftover lamb	¼ cup thinly sliced celery
3 cups leftover (or canned) gravy	¼ cup chopped parsley
3 egg yolks, beaten	1 small clove garlic, minced
3 cups leftover mashed potatoes	½ teaspoon salt
2 tablespoons butter	½ teaspoon freshly ground black pepper
2 tablespoons minced onion	

Sauté the onion, garlic and celery in butter until they are tender. Add lamb, gravy, parsley, salt and pepper. Then add the egg yolks to the potatoes and beat well. With the back of a spoon, spread potatoes on the sides of the

casserole to ½-inch thickness. Pour in the lamb mixture. Spoon remaining potatoes around the top edge of the casserole. Bake in a moderate oven (350° F.) 30 to 35 minutes. Serves 6.

BEEF BONES DIABLE

12 rib roast beef bones	1 tablespoon brown sugar
2 teaspoons dry mustard	½ cup Worcestershire sauce
½ cup prepared mustard	1 teaspoon Tabasco
2 tablespoons molasses	1 teaspoon salt
2 tablespoons vinegar	

In carving ribs leave a little meat on them. Save leftover ribs, wrapping and freezing them, until you have 12. Defrost. Combine all of the ingredients, mixing them well. Brush each rib with the mixture. Bake them in a hot oven (400° F.) 15 to 20 minutes until they are glazed. Ribs may be served hot or cold. Serves 6.

BAKED BEEF HASH

4 cups diced roast beef	¼ teaspoon marjoram
½ cup red wine	¼ teaspoon thyme
4 cups diced boiled potatoes	¼ teaspoon savory
4 tablespoons butter	2 tablespoons chopped parsley
4 tablespoons finely chopped onions	2 tablespoons soy sauce
½ cup heavy cream	Paprika

Mix onions with herbs, sauté in butter until tender. Add to all of the remaining ingredients except paprika and blend well. Pour into a greased casserole. Sprinkle generously with paprika and bake in a moderate oven (350° F.) for 30 minutes. Serves 6.

BEEF VINAIGRETTE

4 cups julienne strips roast beef	2 teaspoons chopped tarragon
1 cup onion rings	2 teaspoons chopped chervil
¼ cup vinegar	2 teaspoons chopped chives
½ cup olive oil	4 drops Tabasco
¼ teaspoon dry mustard	2 tablespoons capers
2 tablespoons chopped parsley	

Combine all of the ingredients and blend well. Let the mixture stand at room temperature for at least three hours, stirring three or four times. Chill thoroughly before serving. Serves 6.

JAMBALAYA

2 cups diced ham	1 No. 2½ can tomatoes
3 tablespoons butter	½ teaspoon thyme
1 cup onion slices	¼ teaspoon basil
1 cup uncooked white rice	¼ teaspoon marjoram
1 clove garlic, minced	¼ teaspoon paprika
¾ cup diced green pepper	¼ teaspoon Tabasco
½ cup dry white wine	1 teaspoon salt

Sauté the onion, garlic and green pepper in butter until the onion is tender and lightly gold. Add the tomatoes, wine, salt, Tabasco, herbs and ham and mix well. Bring the mixture to a boil, add the rice gradually, stirring constantly. Cover, reduce the heat and simmer for 25 minutes. Pour into serving bowl. If desired sprinkle lavishly with chopped parsley. Serves 6.

HAM AND CHEESE SOUFFLE

1 cup finely chopped ham	2 cups grated Parmesan cheese
6 eggs, separated	2 tablespoons finely chopped chives
½ cup butter	

Cream the butter until it is soft and then add the egg yolks one at a time, beating well until the mixture is light and fluffy. Add the cheese and ham and chives and mix well. Fold in stiffly beaten egg whites. Pour the mixture into a well-greased baking dish. Bake in a moderate oven (350° F.) for 30 minutes. Serves 6.

HAM CASSEROLE WITH SHERRY

4 cups ground leftover ham	2 tomatoes, peeled and chopped
2 eggs, well beaten	1 teaspoon prepared mustard
2 tablespoons diced green pepper	1 teaspoon Worcestershire sauce
½ cup heavy cream	½ cup sherry
2 cups cooked rice	1 tablespoon grated onion

Combine all of the ingredients, blending well. Put the mixture in a well-greased casserole and bake in a moderate oven (350° F.) for 45 minutes. If desired, sprinkle top with buttered bread crumbs and paprika. Serves 6.

MODERN PROPHET OF ISRAEL

After a decade Ben-Gurion still leads his people through a wilderness of constant crisis

by ROBERT COUGHLAN

WHEN Nikita Khrushchev raised his glass to "peace" a few weeks ago at the Turkish embassy in Moscow, thereby stopping the imminent but quite imaginary Turkish "invasion" of Syria that he had been promising, no people were more relieved than the Israelis. Whatever it all had meant, whatever Khrushchev's final intentions toward Turkey had been, the Israelis could imagine themselves all too clearly in the same position. The relief they felt, in fact, contained the misgiving that in any future Middle Eastern crisis they might be next.

The man on whom this concern weighs most heavily is Prime Minister David Ben-Gurion, who has been making most of the decisions for Israel since the day the tiny nation came into existence 10 years ago this month. On Nov. 29, 1947 the U.N. voted to dissolve Britain's post World War I mandate in Palestine and divide the territory into Arab and Jewish states. With the principle of Jewish territorial independence established, the dream of centuries had come true. A member of the present Israeli government remembers: "People danced in the street, strangers hugged each other, everybody was almost crazy-happy. Except Ben-Gurion, that is. I think he was the only sad Jew in the world just then. All he could think of was the dangers ahead. He looked out of his window and saw the people dancing and he was asking, 'But can we survive?'"

Israel has come a very long way since that time. The ancient land is being remade, a whole new society is being created in an atmosphere charged with vigor, pride and optimism. But the central question now, for this island of 1.7 million Jews in a sea of 40 million Arabs, is still the one David Ben-Gurion had to ask 10 years ago: "But can we survive?"

For 10 years Ben-Gurion has devoted himself (except for one brief period) to seeing to it personally that this question might never have to be answered in the negative. The need to survive has been the one guiding principle of his government. Just 13 months ago it sent Israel's army slashing into the Sinai peninsula of Egypt. No doubt there were maximum and minimum objectives in this campaign. The hopeful maximum included the fall of President Gamal Abdel Nasser, the chief organizer of Arab hatred against Israel, and the signing of a treaty with Egypt. But the minimum objective was simply to buy time. A joint military command had been agreed on between Egypt, Jordan and Syria, with the expressed purpose of making war on Israel. By destroying the Egyptian forces in Sinai, "cutting off the head of the snake," Israeli military planners believed that they could prevent the alliance from becoming operationally effective for about a year.

Now this time has begun to run out. Egypt has been rearming from its Soviet sources. Although Jordan has left the tripartite pact, Soviet weapons are pouring into Syria and President Shukri el Kuwatly has left no doubt as to whom he would like

to use them against. "Communism does not threaten our safety," he has declared, "but Zionism does." For his part Nasser has said: "The unanimous Arab view is that Israel is the real menace to the Arab countries. . . . Egypt will support Syria without limit. . . ."

To some extent this may only be Arab bombast. But the military power is there to back it up. And Israel, between the claws of the Egyptian-Syrian pincers, is again approaching the moment when a decision may have to be made: whether to try again to buy time with a Sinai-like massive sortie, perhaps against the Syrians, or instead to rely on guarantees of safety from the U.N. and other international sources.

The decision will be made in the end by one man—by Ben-Gurion. Not that he is a dictator, as some of his detractors charge. To anyone who has been in Israel and seen its moiling democracy in action, the idea of a dictatorship of any sort by anyone is an absurdity. As leader of his political party, and as Minister of Defense and Prime Minister and *de facto* Foreign Minister, Ben-Gurion attends the Israeli parliament, the Knesset, and is subject not only to questioning but to a certain amount of outright verbal abuse. Assaulted from the left and right, brought to account by the spokesmen for all viewpoints in between (there are 10 political parties) including that of his own socialistic Mapai party, he is protected by the thick skin of a seasoned politician. Yet Ben-Gurion is the leader and prophet of modern Israel, and if the people sometimes chafe and backslide against his rule, he nevertheless remains for them

the lawgiver, an almost mystical national symbol. This was indicated clearly two weeks ago by the profound concern shown throughout the nation when a live hand grenade tossed by a crazed young Jew during a Knesset session narrowly missed doing Ben-Gurion serious injury. Although one member of the cabinet was badly hurt, the Prime Minister received only minor wounds in foot and arms, to the vast relief of all Israelis.

Ben-Gurion's exalted status in his own country is a matter of considerable importance to the U.S., for the State of Israel occupies a unique place in America's scheme of things. Created with the blessing of the U.S., sustained and built with the financial aid of the U.S. government and American Jewry, dependent on this aid for the fulfillment of its hopes, Israel is an American ward whose actions are a matter not only of sentimental interest but of immense political consequences for us. Already, in our relations with the Arab countries, we have paid a large price because of our reputation as Israel's mentor. Yet, as the Sinai episode showed, we have no control over her policies. The U.S. State Department and U.S. Zionist leaders may propose; it still is Ben-Gurion, supported by Israeli faith in his judgment, who will make the decisions. Americans of all persuasions will do well to know more about him.



AGED FARMER, a new immigrant to Israel, labors at a communal settlement to help turn wasteland into a productive agricultural area.



THE PRIME MINISTER works in his study. Asked to set down his thoughts on future, he wrote: "The Jewish and Arab nations have a common purpose.

History has willed that we shall live together as close neighbors." Ben-Gurion liked this portrait and signed it (bottom, center) with his name in Hebrew.

Ben-Gurion, 71 last October, is a little old hobgoblin of a man with bandy legs and a big bald head from which white wings of hair foam up surprisingly on each side. The skin of his face is creased and coarse-grained and chronically somewhat flushed. He has a beak nose, thin and dour lips, and small deep-set eyes which smile easily but concede nothing. He makes little effort to please. Indeed, he seems almost to lack the capacity for personal relationships. He has no small talk, his sense of humor is rudimentary, and he cares little about the serious and lively arts that furnish much of the usual conversational media of exchange. There is a good deal about him that is ordinary. His wife Paula, who does much of the family cooking (and launders his shirts and does his mending), says, "It doesn't matter much to him what he eats so long as there's plenty of it." In spite of Paula's watchful care he often manages to look untidy. Wearing an old sweater under a rumpled suit, he could fit the part of the elderly owner of a neighborhood delicatessen.

Yet somehow, even before he says anything, Ben-Gurion commands

respect by some nimbus of natural dignity that is almost physically a part of him. Not only is he the wise patriarch, a figure of particular virtue in Jewish life, but in his own character he is a national synthesis in whom Israelis of almost every outlook can find part of themselves.

In a nation with great respect for learning, Ben-Gurion, although his formal education was primitive, is a deeply learned man. He not only knows the Greek philosophers but taught himself classical Greek in order to reread them in the original; later, when he became interested in the writing of Spinoza, he learned Spanish. He knows political and social history, and he has more than a layman's knowledge of science. But it is moral law, the meaning of life as revealed both in philosophy and in the great formal religions, that occupies him most. He knows the Jewish and Christian religions intimately, of course, and is well acquainted with Mohammedanism and Buddhism. His respect for knowledge is coupled with a dislike for people who use it pedantically or glibly. "One of his troubles with Jews in some Western countries," an aide says, "is his



BUSY BEERSHEBA, the biblical village which is now crowded with Israeli Arabs and Jews from many nations, exemplifies the rapid growth of Israel. In 1946 it had barely 6,000 inhabitants. Today it has 26,000.

BEN-GURION CONTINUED

distrust of the oversubtle intellectuals who are often their spokesmen. He looks on such people as time-wasters and obscurers of the main point."

This emphasis on practicality is in harmony with the broad streak of rationalism that runs through modern Jewish history—a belief in the power of physical and social science to bring sense and therefore some kind of rough justice into the world. Politically Ben-Gurion has always been a socialist. He outgrew doctrinaire Marxism years ago, but the duty of the state to order the greatest good for the greatest number is still a matter of conviction with him. In many ways he is a realist, viewing the world with a cold eye, counting the odds, manipulating people and events with nerveless and ruthless objectivity. Consequently, before making his decisions he likes to have mountains of data. One of his assistants says, with a quiver of recollection, "He explodes if anyone is explaining something to him and finishes a sentence with 'et cetera.' He hates intellectual messiness and generalities. One of his favorite expressions is, 'It is safer to have a clever enemy than a stupid friend.'"

Yet, with all his appetite for facts, Ben-Gurion comes finally to some of his biggest decisions on the basis of a kind of visceral knowledge; and this again is something that his people understand. "He is like Disraeli," one of his old colleagues says, "in the way that he knows a lot and has a deep understanding, but the magic factor is still Jewish intuition."

Even beyond intuition, Ben-Gurion in certain ways indulges in outright mysticism. The place and destiny of the Jews in the world, his own role in this destiny—these are in effect matters of revelation, and in an earlier time might properly have been accompanied by thunderbolts and the whirring of angel wings. They could still be thought of as "religious" except that Ben-Gurion himself is not in the least religious in the accepted sense. The Jewish Jehovah is to him a figure from mythology. A close assistant remembers: "One of the most exciting intellectual experiences of my life was to sit by and listen while B-G and Einstein discussed the possible existence of a Supreme Being. They finally decided there was some 'universal truth' which people have called 'God,' although no one could say what this might be or what man's role is in relation to it."

Yet probably no rabbi knows the Bible better than Ben-Gurion. He keeps the Old Testament on his desk and his speeches are laced with biblical references. No doubt some of this is done with calculated political purpose. But quite aside from this the Bible has three specific important meanings for him. One is as a source of moral teaching. Another is as a source of Jewish history. The third is as a revelation of Jewish destiny.

Most certainly Ben-Gurion does not believe that the God of Abraham, Isaac and Jacob literally promised the land of Israel to them and their "seed," or that he promised, "I will surely assemble, O Jacob, all of thee; I will surely gather the remnant of Israel." But in some emotional, extrasensory way he does believe that the Israelites, thrice exiled and twice returned, shall be returned again. The Egyptian and Babylonian

captivities are living events to him; Moses and Ezra are his own immediate predecessors in the cycle of Jewish wandering and homecoming.

"There is no present for him," says one of his associates. "There is only a continuity of things. He seems to have the power of prophecy because he projects his thoughts so far ahead." It is this sense of history and of Jewish destiny that makes it impossible for Western political leaders to understand Ben-Gurion fully. For while they think in terms of mere centuries, he acts within the context of almost 6,000 years of Jewish history and expects his actions to be judged a thousand years from now.

Ben-Gurion, in short, with his rationality, his zealotry, his social reformism, his moral relativism, his "activism," his mysticism and his intense emotional attachment to the soil of Israel represents in his own person most of the qualities in the Zionist movement that finally brought about the creation of the new state. And the state's potentialities cannot possibly be understood apart from the record of his life.

The beginnings of Zionism

ZIONISM—the idea that there ought to be a national home for the Jews in Palestine—is both a very old and a rather new idea. Ever since the destruction of the Second Temple and the leveling of Jerusalem by Titus in the First Century A.D., religious Jews yearned for the Messiah who would lead the dispersed nation back to its home. For almost 2,000 years the talisman greeting remained, "Next year in Jerusalem!"

The idea of literally "going to Zion" as a practical solution to earthly problems, on the other hand, is but little older than Ben-Gurion. By the mid-19th Century a great many Jews had put away their Messianic longings and simply wanted to live as normal, fully assimilated citizens of the countries where they happened to be. In Western Europe, by and large, the Age of Enlightenment had equipped Jew and Gentile to exist together harmoniously. In Russia, however, the still-medieval czarist government passed severe anti-Jewish laws during the 1870s and '80s and encouraged bloody pogroms in which thousands were massacred.

Among the Russian and Russian-Polish Jews the Terror resulted in three main responses. The most conspicuous at the time was emigration, especially to America: they came by the hundreds of thousands. Another, which appealed to the more intellectually aggressive, was to merge their resentments in the larger social resentments of the masses and aim at creating a socialist state, by revolution if necessary. This current produced the Trotskys and Kamenevs, Zinovievs and Kaganovichs. Still a third solution took the form of Hovevei Zion, literally, "Lovers of Zion," an organization formed 75 years ago to encourage Jews to settle in Palestine and to arrange transportation and financing for them. These were the first modern Zionists—the first, that is, to count on their own earthly efforts to return as Jews to the Promised Land.

David Green—who, along with many Israeli patriots, later Hebraicized his name: "David Ben-Gurion" simply means "David, son of



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BEN-GURION AND HIS WIFE (right) take tea with officials during visit to kibbutz of Givat Hayim, a farm settlement near the Jordanian border.

BEN-GURION CONTINUED

Green"—was born in the time and place that created Zionism. He was born in 1886 in Russian Poland in the town of Plonsk, a part of the geographical Pale of Settlement in which, by Russian law, the Jews of the empire were required to stay. Not far away, in the town of Pinsk, a boy named Chaim Weizmann was growing up; he would later be Israel's first president. Indeed, most of the founders and leaders of the new state were born and raised in the Pale of Settlement and thus shared the same reasons for their devotion to the idea of Israel.

The Greens were among the most respected and progressive of Plonsk's large Jewish population. David's grandfather, Zvi Arieh, was a leader in spreading liberal social ideas. In turn his son Avigdor, David's father, a lawyer of sorts, was among the first to accept the new Love of Zion and his house became a meeting place for the movement. David grew up with an intense awareness of the currents that were stirring in Jewish life in that part of the world.

When he was 11 years old the first Zionist Congress was convened in Basle, Switzerland by Theodor Herzl. Herzl was a perfect product of the enlightenment. Cultivated, dignified and handsome, he was in every sense "assimilated." He had had little personal awareness of being a Jew until, as roving correspondent for a Vienna newspaper, he covered the trial of Captain Alfred Dreyfus, the French-Jewish officer who had been accused falsely of treason. He was present when Dreyfus was officially disgraced, heard the Parisian mobs shouting for Jewish blood, and realized with profound shock how deeply the poison of anti-Semitism still ran even in the most civilized country. He sat down and wrote a soon-famous pamphlet in which he made the logical case for the Jews of the world to "... leave this unhappy exile and build for ourselves a free Jewish state."

A force for political action

HERZL believed in tackling the problem at the highest level—by securing the agreement of the governments concerned and enlisting them in a huge resettlement program. But this implied the creation of some kind of international Jewish organization with officers who could speak for the world's Jews. Hence he had called the Basle meeting, where the delegates created the World Zionist Organization. Thus to the personal action called for by Love of Zion there was now added the idea of organized, massive political action.

Herzl naturally became a boyhood hero to David Green. Yet Herzl's negotiations with kings and prime ministers did not seem to accomplish much that was concrete. If anything the reverse was true: the Turkish sultan, hardly aware before of Jewish immigration to his province of Palestine, had replied by forbidding any more Jews to come. As he grew older, David began to lose some of his enthusiasm for Herzl's vision. Familiar from childhood with the ideas of Love of Zion, he soon became aware also of revolutionary socialism, which he saw as an answer to the evils that afflicted not only the Jews but the whole corrupt society around him. Finally he found the synthesis of his two impulses in a recently organized group called Workers of Zion. Mostly young people like himself, the Workers believed in Zionism and socialism, in raising the new and specifically socialist Jewish state by the sweat of their brows. In 1906, at the age of 20, a small, wiry figure with a shock of black, wavy hair and a commanding manner, David Green slipped through the immigration blockade

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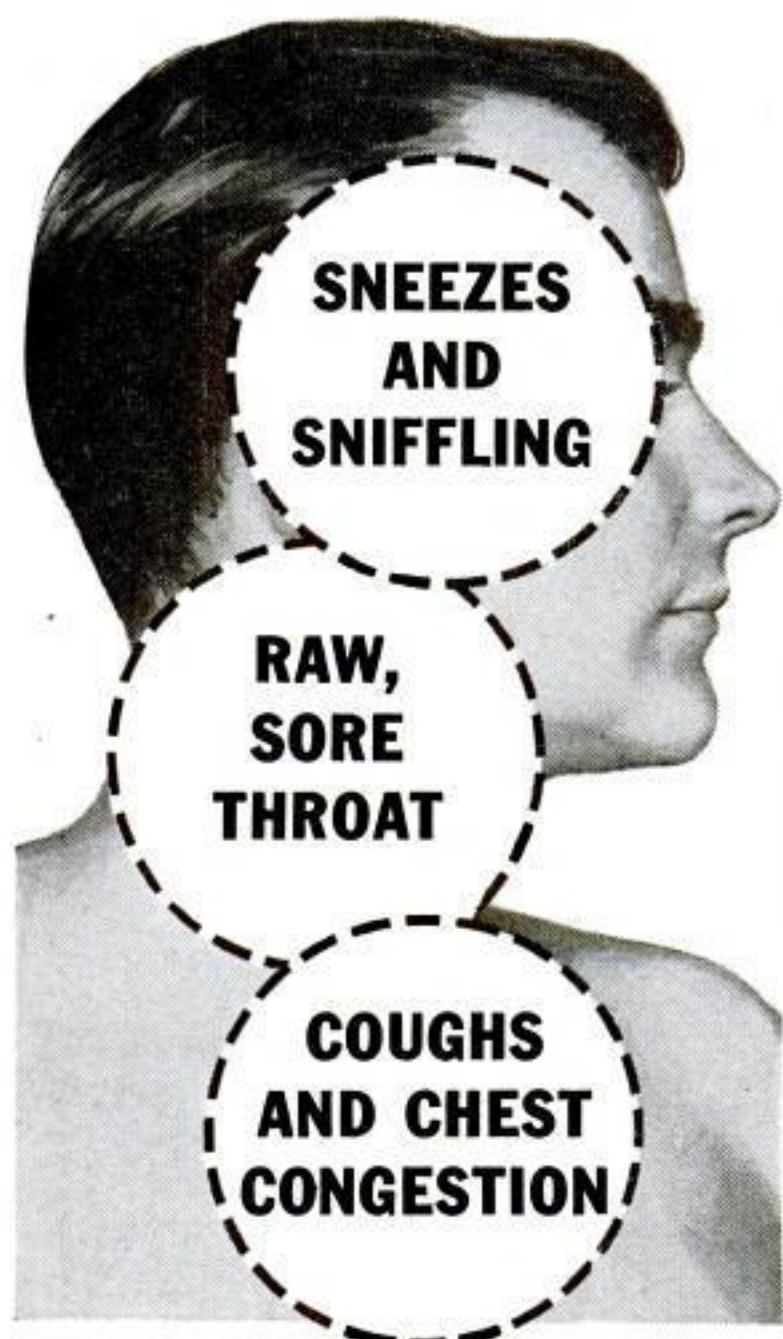


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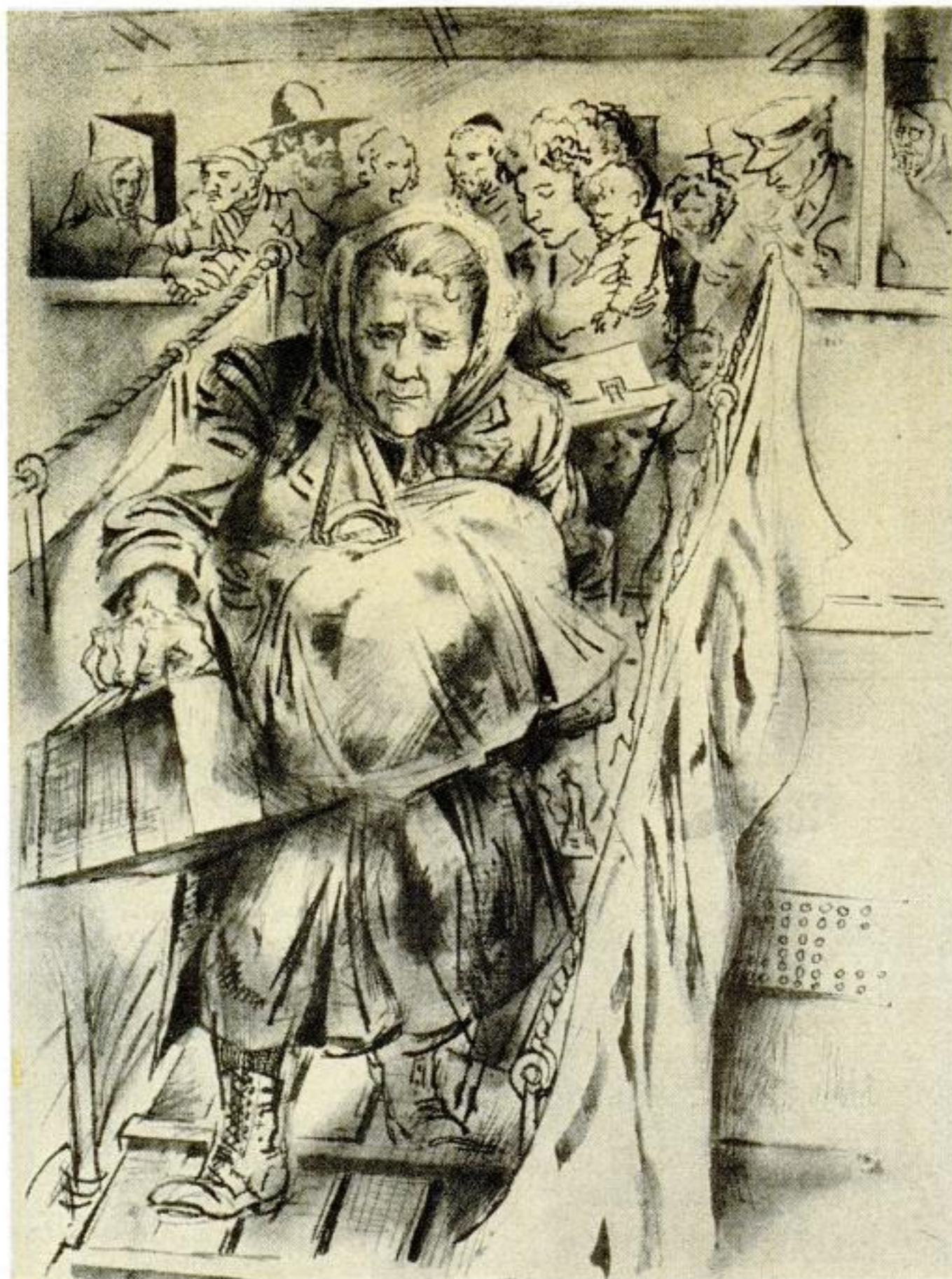
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BEN-GURION CONTINUED

and arrived in Palestine to put his beliefs into practice. He wrote later: "My heart overflowed with happiness, as if I had entered the realm of legend. My dream had become a reality!"

It was indeed a land of legend and little else—a backward Turkish province inhabited by roughly a half-million Arabs, most of whom lived in tribal or semifuedal squalor. In addition to the Arabs were perhaps 50,000 ultrareligious Jews, most of them descendants of a medieval sect dedicated to hastening the coming of the Messiah by constant prayers. There were also 25,000 or so migrants who had trickled in over the years through Love of Zion. These had formed a number of Jewish settlements where for the most part they lived a rather dispirited and disappointed life. The holy soil had proved generally no more fertile, and often less so, than any other, and a great many of the migrants had reverted to their urban ambitions of comfort and security. They hired cheap Arab labor to do the hard work. Eventually many settlements ran out of both money and zeal and became self-pitying dependents of Zionist philanthropies.

David Green, after recovering from his first exaltation at simply being in Zion, found this scene repellent and swore to change it. Soon he was chairman of the Workers' committee to draw up an official party program (which produced among other points a declaration of class warfare against the independent Jewish farmers of Palestine!). He worked as a farm hand in several settlements and after a time wandered to Sejera, a little colony in Galilee, far from the area where most of the Jewish settlements had been formed. The Sejera farmers had the tough spirit of real Zionist pioneers; they employed none but Jewish labor, and David settled happily among them as a plowman.

"Here at last," he wrote later, "I found the Land of Israel... the environment that I had sought so long. No shopkeepers or speculators, no non-Jewish hirelings or idlers living on the labor of others. The men plowed and harrowed their fields and planted the seed; the women weeded the gardens and milked the cows; the children herded the geese on the threshing floor, and rode on horseback to meet their fathers in the fields. These were villagers, smelling wholesomely of midden and the ripening ear, and burnt by the sun."

The metamorphosis of David Green to David Ben-Gurion occurred formally in 1910, when he was 24. By then he had left Sejera for

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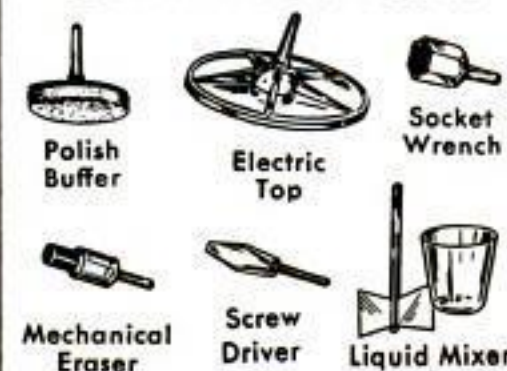


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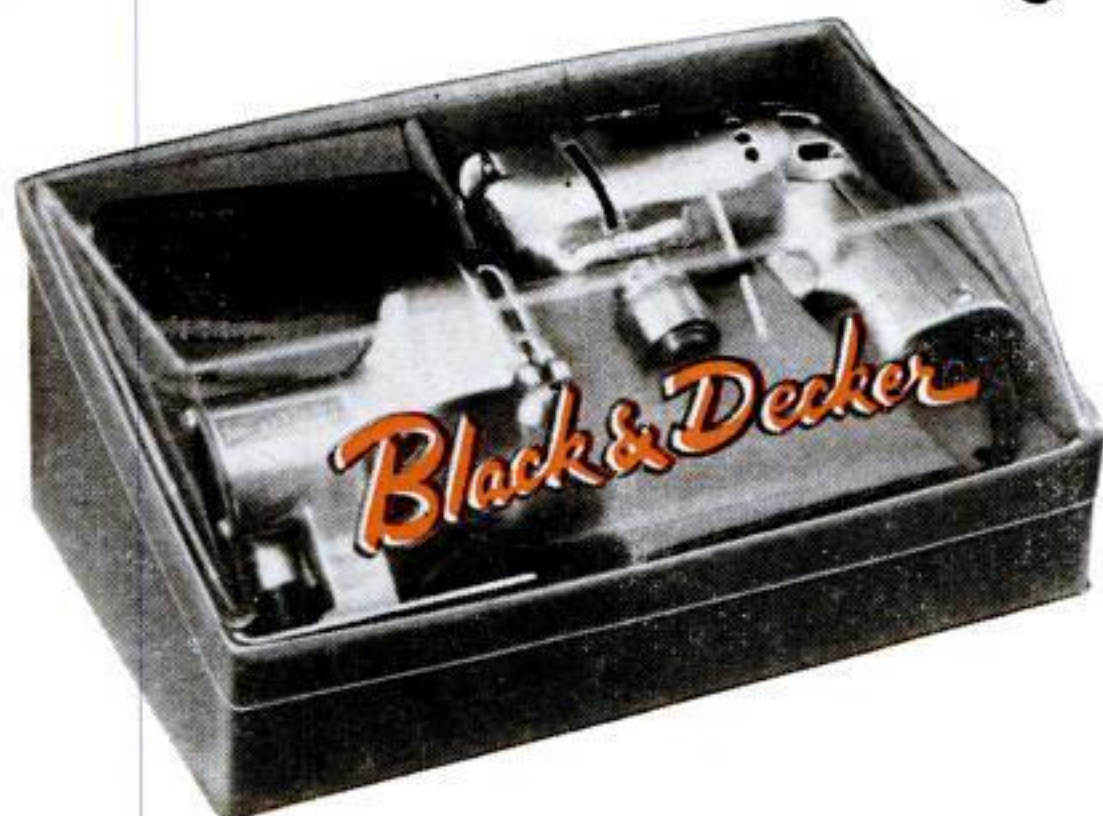
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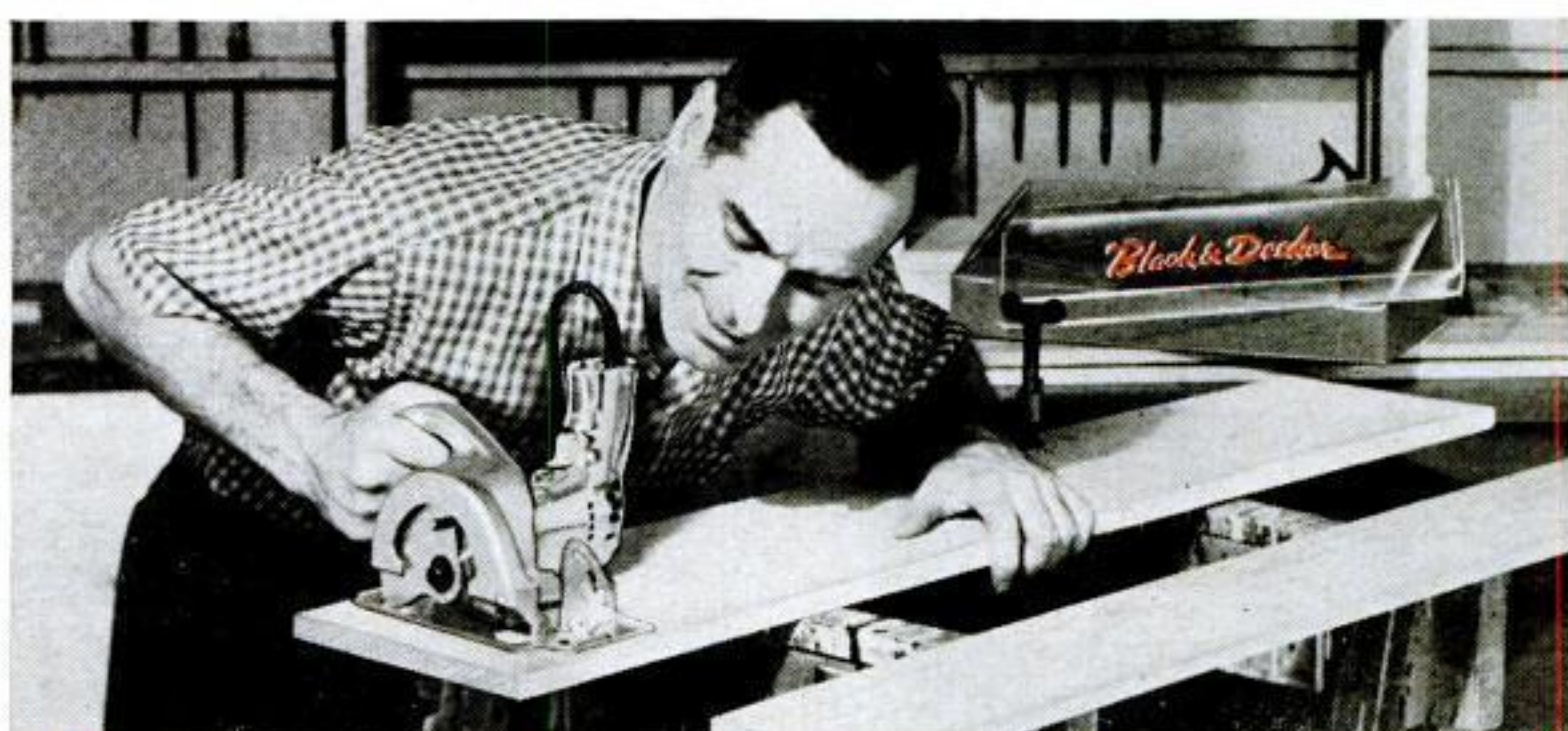
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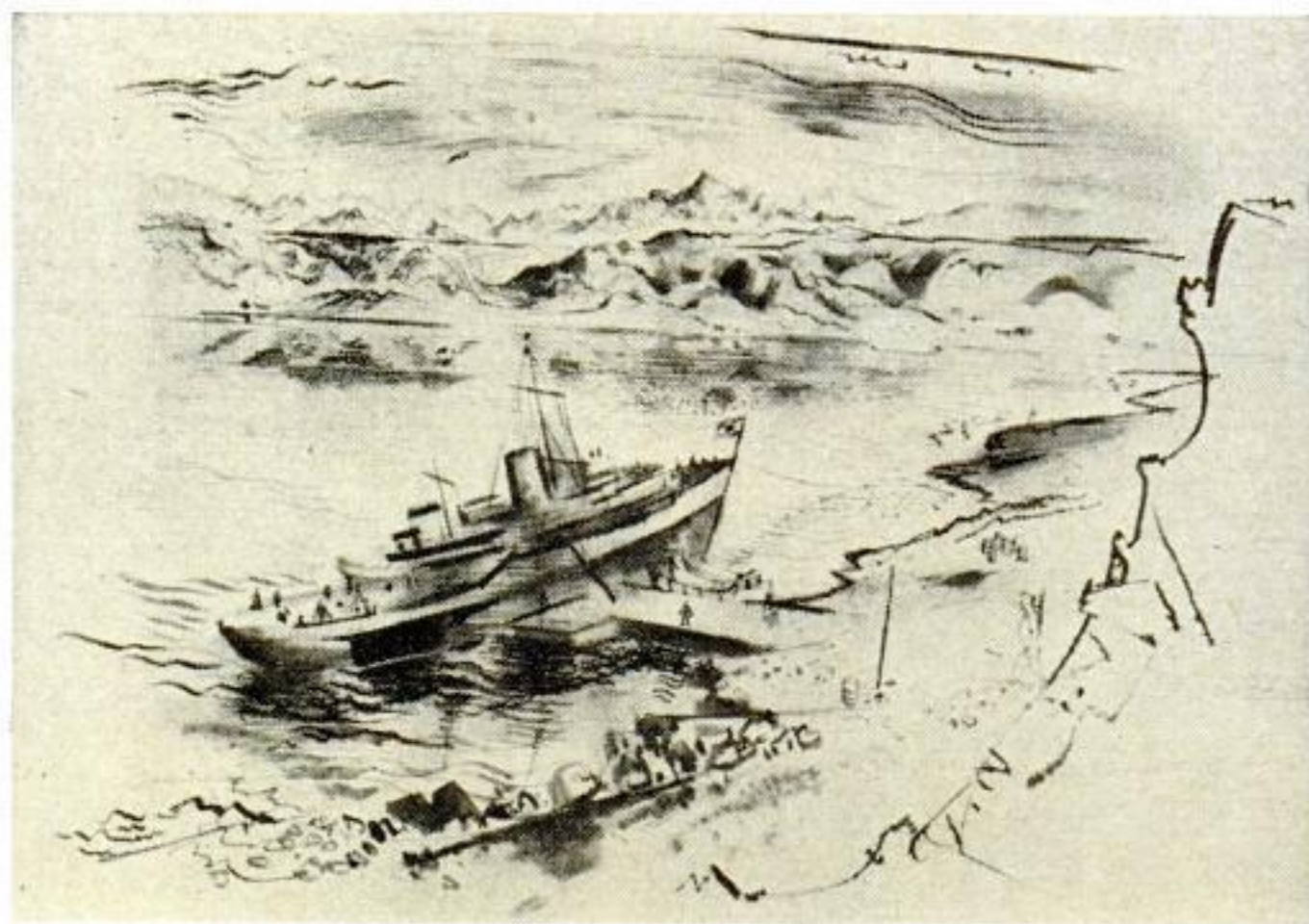


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ROUTE FOR ISRAELI SHIPS through Gulf of Aqaba was opened a year ago by the Sinai Peninsula campaign, which ended near this fishing village, Sharm el Sheikh. Egyptian guns had previously blocked ships' passage.

BEN-GURION CONTINUED

Jerusalem, headquarters of the now thriving Workers, and had become a full-time political organizer and propagandist. For his articles in *Unity*, the party paper, he signed the resonant Hebrew "Ben-Gurion" and thus created the identity he would have from then on. His chief collaborator during this time was a young Ukrainian Jew of deceptively schoolmasterish appearance, Isaac Ben-Zvi. Now president of the State of Israel, Ben-Zvi had been one of the founders of the Workers back in Russia and an organizer of armed defense against the pogromists there. He had settled in Palestine shortly after David and was a co-editor of *Unity*. The two friends sat for hours at the local cafes, sipping Turkish coffee and planning the future.

Their boyhood disillusionment with the diplomatic approach to Zionism, as propounded by Herzl (who died in 1904) and his successors, had been well justified, so it seemed. No amount of talk had persuaded the Turkish government to welcome the Jews into Palestine. Ben-Gurion and Ben-Zvi decided therefore to try boring from within. They would learn the Turkish language, become qualified Turkish lawyers, rise to influential positions in the Turkish government and then use their influence there to bring about Jewish freedom.

The young Turks

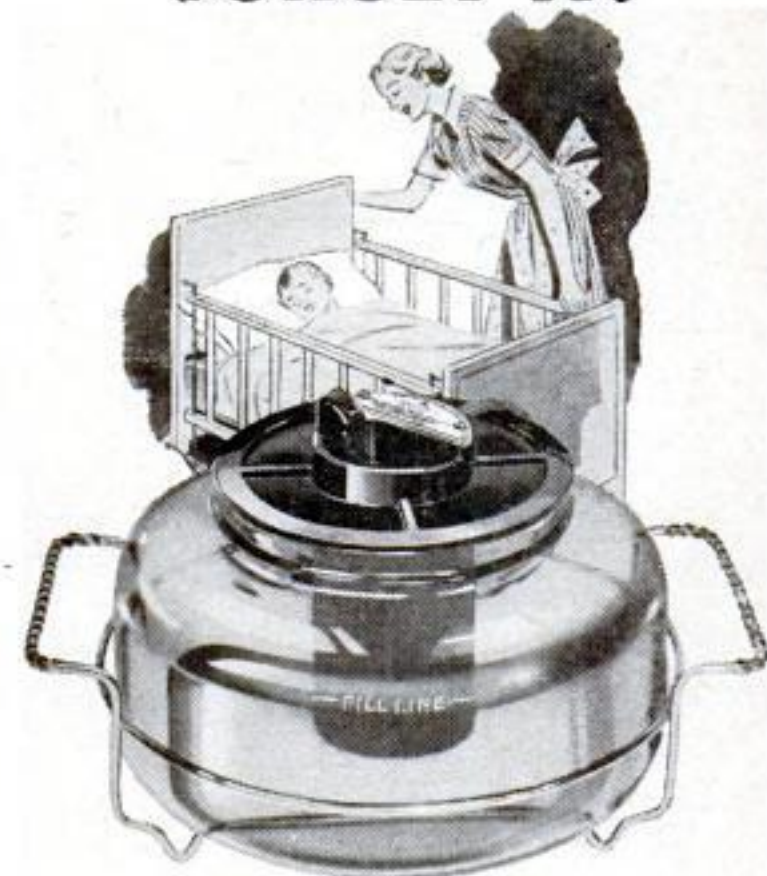
ACCORDINGLY 1914 and the outbreak of the First World War found the two of them in Constantinople as law students—a photograph of the time shows Ben-Gurion in his fez, looking as Turkish as the grand vizier. Anxious to prove themselves loyal and useful, they did everything to encourage Jewish opinion toward the Turkish side. Ben-Gurion even wrote articles advocating the creation of a special Jewish battalion in the Turkish army. Nevertheless the Turks quite rightly suspected their motives and after a few months they were exiled. Unwelcome among either the Central Powers or the Allies, the two men headed for the neutral U.S. and landed in New York in 1915.

They were interested, but not fundamentally impressed, by the democratic freedoms under which they found American Jews living; nothing altered their conviction that, for any Jew, the only real freedom lay in Palestine in the independent nation-to-be. They spent most of their time propagandizing for the Workers and trying to recruit future emigrants to the land. It was in the U.S., in fact, in 1916, that they founded the organization called the Hechalutz ("Pioneers") which did so much to create new Jewish settlements in the years between wars and is still playing such a big role in opening up Israel's undeveloped areas.

Between speechmaking and pamphleteering, Ben-Gurion found time also to pay court to a New York girl named Paula Munweis, the daughter of an immigrant from Minsk. She was a nurse in an East Side Jewish hospital near where he lived. Although she considered herself an American and had only the formal spiritual yearning for Zion demanded by her religion, she was attracted to the fervid David and went along agreeably with his views. They were married at City Hall. The future was to bring them a son and two daughters (all married now and living in Israel; they have since Ben-Gurion eight times a grandfather). But personal life had to be subordinated to the needs of the movement, as Paula, pregnant with their first child, learned when Ben-Gurion left with Ben-Zvi to fight against the Turks.

This reversal was easily accounted for. As Zionists, their interest

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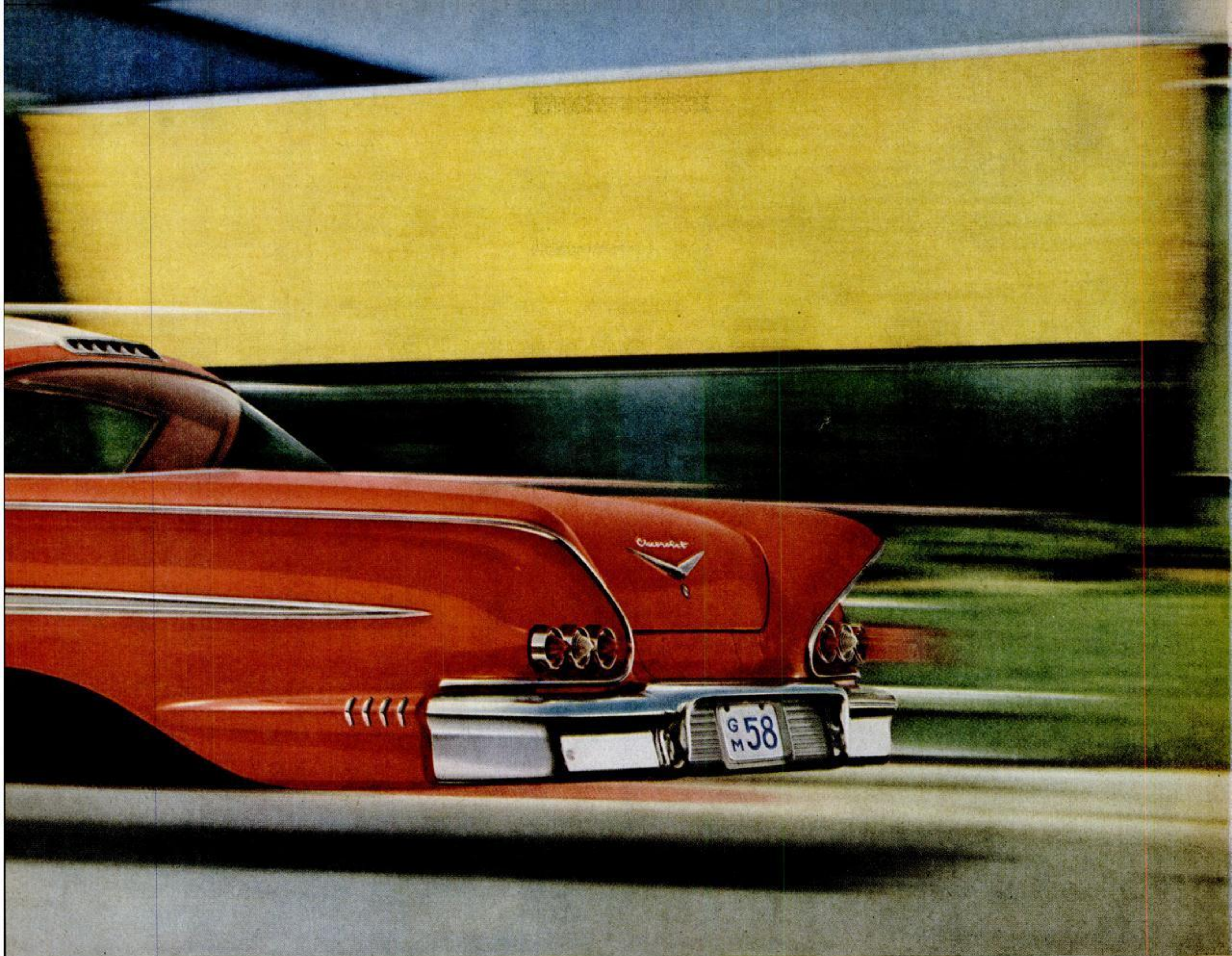
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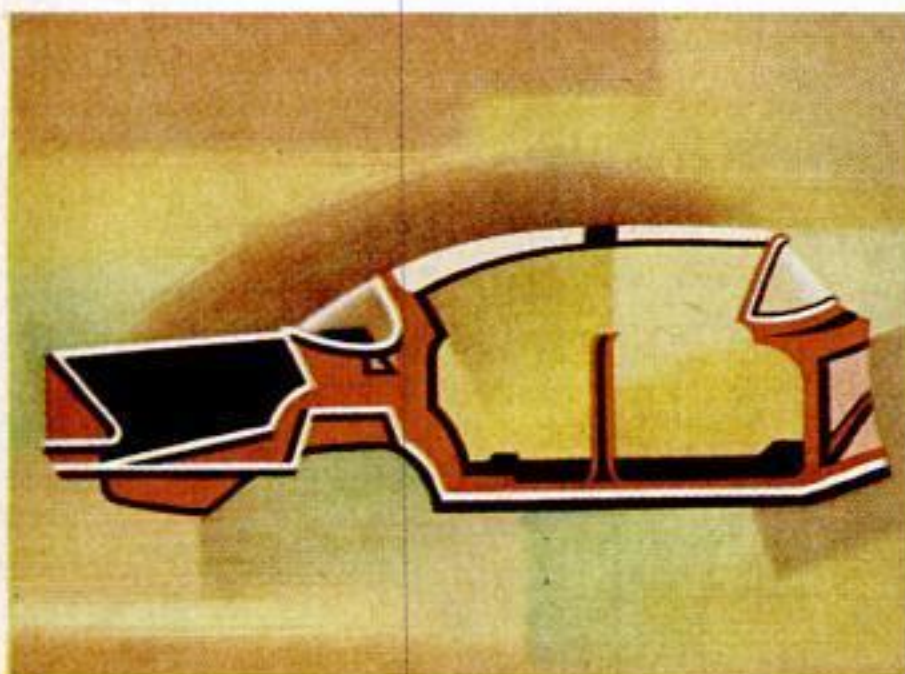
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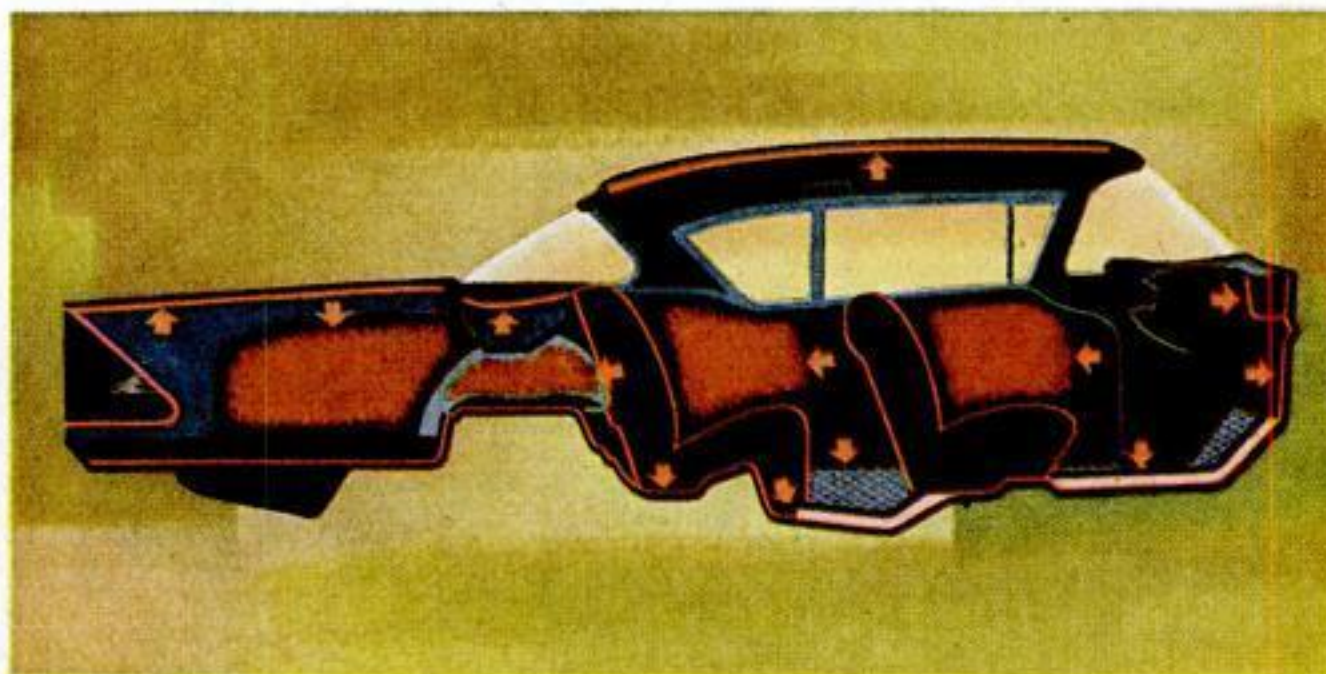
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BEN-GURION CONTINUED

lay above all in being on the winning side—the side that would remake the maps. After America entered the war in 1917 this was almost certain to be the Allied side. Moreover in that same year the “political” Zionists—led by Chaim Weizmann, the boy from Pinsk who had emigrated to England and become a famous professor of chemistry at the University of Manchester—had secured from Britain the pledge that “His Majesty’s Government view with favor the establishment in Palestine of a national home for the Jewish people. . . .” Following this Balfour Declaration the War Office allowed the creation of an all-Jewish volunteer force so that the Jews of the world could take part at least symbolically in liberating their future “national home.” Ben-Gurion and Ben-Zvi became the agents in America for this scheme, which produced three battalions of troops known collectively as the Jewish Legion.

The legion was formed too late to accomplish much in a military way, but for Ben-Gurion its very existence was a great political opportunity. Some 3,000 of the most militant and dedicated Zionist patriots were gathered compactly in their camps. Most were socialists; many would be pioneering in Palestine after the war.

Ben-Gurion proselytized among them for “working-class unity” and due very considerably to his initiative the General Confederation of Jewish Labor in Israel—Histadrut—was formed in 1920. Ben-Gurion was elected its general secretary, which meant that he was its chief organizer and executive. And this remained his job for the next 12 years.

They were decisive years for him and for the future state of Israel. Under his guiding and confident hand, Histadrut expanded not only numerically but into an astonishing variety of social and economic enterprises: banking, health plans, housing, contracting, agriculture, marketing, education, insurance, transportation, employment agencies, theaters and collectives and cooperatives of almost every kind, until it became nearly a whole economic system in itself—a ready-made economy for the future State of Israel. In due course it also developed a strong political organization called the Workers Party of Israel, or Mapai, a lineal descendant of the Workers of Zion. Thus Ben-Gurion, in his key position, was able to shape decisively the economic and political outlines of the new Jewish state in its period of gestation.

Histadrut became the leading force not only inside Jewish Palestine but in the Zionist organization outside, and this fact was formalized in 1935 when Ben-Gurion was elected chairman of the Jewish Agency, the executive body of the World Zionist Organization. He remained in that job through all the next complicated and trying years—of rising Arab nationalism, of Naziism, the Second World War, the postwar diplomatic battles with the British and physical battles with Arabs. And thus it was not only fitting but almost inevitable that at the end of those years, when the State finally was proclaimed, it should be Ben-Gurion who would proclaim it and lead the new government as prime minister.

‘Private enterprise and national control’

IT has been roughly half his lifetime since the creation of Histadrut with himself as its head, the decisive event from which the rest of his career stemmed. Naturally, experience has changed his outlook on some things. Notably, the crusading socialist with the ideas of “class warfare” is gone. He still is deeply attached to the idea of the communal settlements, called *kibbutzim*, where socialism is practiced in extraordinarily pure and complete form. But he also believes now in the usefulness of capitalistic ideas and has declared, “Both private enterprise and national control are essential for the fulfillment of Zionism.” The years have mellowed his personality, too, adding a degree of sympathy and personal thoughtfulness to his zealous nature. Far from making him vain, power has given him modesty. He is touched when sometimes an overexcited admirer looks on him as the Messiah, but he is quite aware of his own fallibility and is annoyed by any attempt to make him seem anointed with special status or divine wisdom.

In looking back over Ben-Gurion’s life, however, the striking feature has been not the change in his character but the relative lack of change: the degree to which, in so many of the most important things, he has remained so very consistent. His ideas on the subject of immigration to Zion, for instance, have not altered to any noticeable extent in 50 years. In 1908 he wrote to his father, “Settlement on the land is the only Zionism I know. All the rest is a waste of time.” Last summer, hurling his contempt in the teeth of American Jews who have a sentimental interest in Israel and support the Zionist organizations but who prefer to live in America (less than 5,000 of them have been “ingathered”), he said: “There seems to be general agreement that a Jew can live in America, speak and read English and bring up

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ISRAEL'S GEOGRAPHY, more than in most countries, rules its future. Surrounded by hostile Arab countries except along the Mediterranean coast, Israel must spend heavily on arms. Limited in territory, it must push its economic development into the inhospitable Negev area. This region, which is rich in minerals, also gives Israel access to the Red Sea through port of Elath on Gulf of Aqaba.

BEN-GURION CONTINUED

his children in America and still call himself a Zionist. If that is Zionism, I want no part of it."

This dogmatism has been the source of many troubles. It has alienated potential friends of Israel among both Jews and Gentiles, and quite understandably it has alarmed the surrounding Arab peoples, who foresee that a steadily expanding Israeli population must eventually burst the present Israeli borders. It has brought painful internal problems too. Lacking facilities to house, feed and employ the swarms of arrivals, Israel has had to be a chronic beggar and borrower (with a budgetary deficit this year of \$350 million). Socially the "ingathering" has mingled civilizations, languages, customs, skin colors, educational levels, and even religious beliefs in such a hodgepodge in such a short time that the local saying is, "Israel isn't a melting pot—it's a pressure cooker."

Yet this steadfast policy has paid off in the hardest of coin. Without the many years of illegal immigration under the Turks and British there would not have been a State, and without the massive later inflow the State would in fact be less strong militarily and politically than it now is. This year there will be another 100,000 immigrants. Every healthy one, so far as Ben-Gurion is concerned, will be another pair of hands to carry a gun in defense of Israel's borders; while every new one, healthy or not, old or young, from the fair German Jew to the black-brown Indian Jew, is above all else a Jew who will add another particle of Jewishness to the land, making it just that much harder for the Arabs to attempt to liquidate Israel as a nation or to prevent its rebirth in case of a temporary defeat.

There is another significant way in which Ben-Gurion has been consistent through the decades. He has never put his faith in the good intentions of others as a shield for Israel.

"Israel will stand or fall by what is achieved in Israel," he has declared, "not by what is said abroad. . . . We need not therefore be too disturbed by unpleasant declarations and utterances of foreigners. History is made by deeds, not by words. Israel is sole arbiter within her own territory because she alone is willing to give her life to defend that territory."

These hard, proud and, some would think, unrealistic words were spoken a year before the Sinai campaign. When the present writer asked, after that campaign, why he had not relied for protection on U.N. action and the U.S.-British-French declaration of 1950 guaranteeing Israel's borders, Ben-Gurion's answer was: "In 1948 when the Arabs attacked us the U.N. passed resolutions and did nothing to save us. It would have done the same thing again. As for America, I don't doubt the good intentions there, but before you would do anything you would want to talk about it among yourselves and with your allies. By that time our capacity to defend Israel could have been destroyed. I could not take that chance!"

Nor, one may be quite sure, will Ben-Gurion take a chance if he feels that the growing power of the Syrians and Egyptians presents a clear and present danger.

Ben-Gurion believes that real peace is a long way off for Israel. In his view it will not come, indeed, until "a whole new generation of Arab leaders has grown up" and until the Arabs learn democracy and ideas of Western progress. Israel itself, he feels, is in the best position



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BEN-GURION CONTINUED

to teach them because it can do so by direct example. "The job of our generation is survival," Ben-Gurion says, but survival by his definition means more than simply keeping militarily strong; it means pushing forward to develop Israel into a Middle Eastern showpiece of education, culture and prosperity. The Arabs need not fear that Israel will have to expand its borders because: "Everything can be done with what we have. Size is no impediment if you use your brains—and we have brains as good as any."

Deliverance from the wilderness

ISRAEL's future development, Ben-Gurion is deeply convinced, lies in the southern half of the country, the arrow-shaped "Negev" pointing toward the Gulf of Aqaba, an arm of the Red Sea, and tipped there by the port of Elath (see map, page 168). The Negev ranges in terrain from semidesert to desert and stony mountains. A large part of it lies within the biblical "wilderness" where Moses and the children of Israel wandered, and it has other and even more stirring associations. Beersheba, the chief town of the semi-arid northern reaches, was founded by Father Abraham himself, so the Bible says. Here were enacted the dramas of Isaac and Ishmael, and of Jacob and Esau. In the very south, in the stony mountains near Elath, lay the fabled mines of King Solomon, which helped support him "in all his glory" during ancient Israel's golden age.

The area has always fascinated Ben-Gurion, and he has doted on such prophetic visions as Isaiah's: "... in the wilderness shall waters break out, and streams in the desert. ... And a highway shall be there, and a way, and it shall be called The Way of Holiness. ... the redeemed shall walk there." The prophet Jeremiah's sour note notwithstanding ("The cities of the south shall be shut up—and none shall open them"), Ben-Gurion has done everything possible to encourage settlers to go there. In 1953, when he retired from politics for an interval of rest and meditation, he set the example himself by going to Sde Boker, a *kibbutz* 30 miles south of Beersheba. Here he and Paula lived very much as the other settlers did, taking their turns at the communal chores. Ben-Gurion himself helped care for the sheep and tended the weather station. They still go to Sde Boker for holidays and regard their rough little cottage there, with its sunbaked yard and a few exhausted-looking saplings, as their true home.

Ben-Gurion has so far found no adequate way to create "streams in the desert" using available fresh water sources. But they will come, he is sure, when the scientists at the Weizmann Institute near Tel Aviv discover an economical way to extract salts from sea water. Then great pumping stations on the Mediterranean and the Red Sea will send rivers pouring through aqueducts to the needy soil; and "Then shall the lame man leap as an hart, and the tongue of the dumb sing. ... And the parched ground shall become a pool. ..."

Meanwhile the minerals of the Negev already make it a significant source of national income. The "land whose stones are iron, and out of whose hills thou mayest dig brass" still contains large amounts of iron and copper, as well as phosphates, gypsum, marble and granite, glass sand and asphalt. A small amount of oil has been found, and fairly substantial amounts of uranium-bearing ores. Some of these assets are being worked now—King Solomon's copper mines are back in production after a lapse of thousands of years—but the real exploitation of the area awaits thorough exploration and a big program of capital investment. The process can be speeded up now that Elath is open as a usable port.


To Ben-Gurion, this was the great achievement of the Sinai campaign. As noted before, the first and minimum objective of the episode was simply to buy time; but when it succeeded so brilliantly and Israel was left with large territorial gains, the temptation was to make some of them permanent. Ben-Gurion withdrew from them all at the U.N.'s demand because he had President Eisenhower's tacit promise that the Strait of Tiran would be maintained as an international waterway and Israel would at last be able to make use of Elath. "When that happened," he told this writer, "our future was secured. Gaza and the other things were much less important to us."

With Elath, he points out, Israel can become a crossroads of world commerce: "From the standpoint of world transport, the Negev resembles the Suez Canal; it serves as a bridge between the world's two shipping regions, the Mediterranean route to the Atlantic Ocean and the Red Sea route to the Indian and Pacific Oceans." East and West will meet here commercially, ethnically and culturally: "We already have the chance to draw on many different cultures because of our 'ingathering.' Our geographical position makes us belong to both the East and the West. We will take the best of everything and make something entirely new under the sun."

This grand design begins to pulse with life as Ben-Gurion talks. "Come back in 10 years. You won't know this country. Elath will be

CONTINUED

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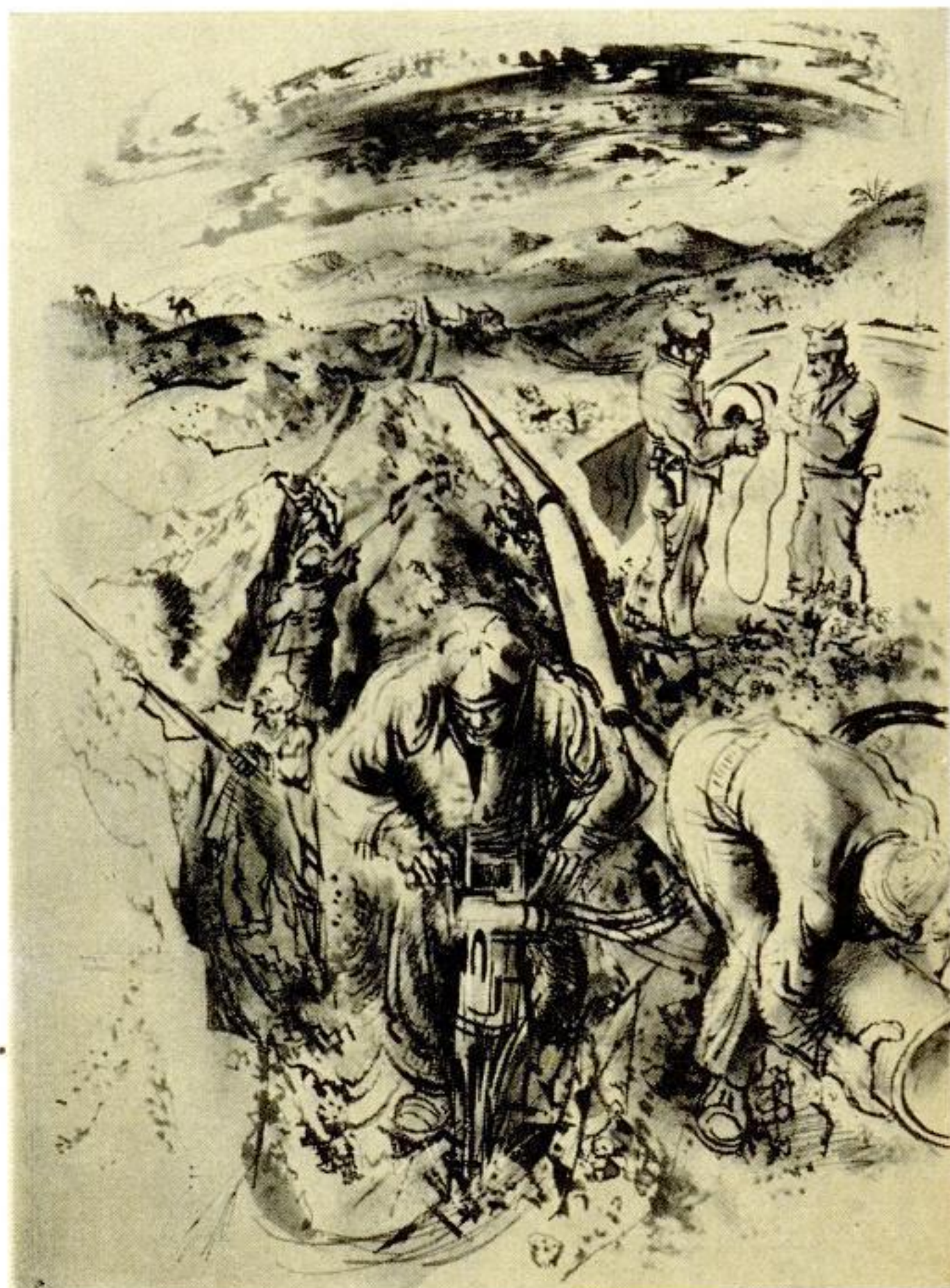
BEN-GURION CONTINUED

one of the world's great ports. Railroads and highways will connect it with Haifa and with the big new port we'll build on the Mediterranean south of Tel Aviv. We'll have a big pipeline, maybe two or three of them, carrying oil from the tankers at Elath to the refineries. There will be a bigger tonnage of goods and materials passing through the Negev than there is now going through Suez. Beersheba will be a city of 200,000 people. Beautiful villages will line the way from Beersheba to Elath. Sde Boker will be in the midst of a forest of trees—no more dust there. We will have atomic power. With science and diversified agriculture we can very easily support the four million people we'll have by then. People may call me a crazy dreamer, but what I'm saying isn't nearly as fantastic as what we've already accomplished. If someone says, 'You must face facts,' I answer, 'We will transform the facts.' We will make miracles. Because the human mind and the heart—these are the sources of miracles, the power of Man's thought and the boldness of his spirit."

Assistance from the Arabs

IT is an irony, he thinks, that the encircling Arab hostility would help rather than hinder the fulfillment of this vision, just as it helped Israel become a nation. "The Arabs created the necessary psychology among us, the spirit to make people lay down their differences for the common interest. They made us build up our army and demand military service of every young person, and the army has been our great force for education and discipline and synthesis. The Jews from Yemen, the Moroccan Jews, the Iraqi, the Kurds, all these young people, some of them almost savages perhaps, come into the army and learn Hebrew, they learn our history, how the state was made, what it is all about, and they come out Israelis!"

"So we can thank the Arabs in a way. But they have helped enough, if you please! We want peace. We have all these reporters and radio and television people in and out of here. I want Israel some day to make nothing but very dull news—news about building roads, opening factories, and increasing the yield of our milk cows and our laying hens, and people raising families and having grandchildren. Oh, we would like to think no more about war and be the world's absolutely dullest country!"



BUILDING FOR FUTURE, Israeli workmen lay pipeline across Negev region between Gulf of Aqaba and Mediterranean as part of nation's bid to compete with the Suez Canal for lucrative Middle Eastern oil trade.

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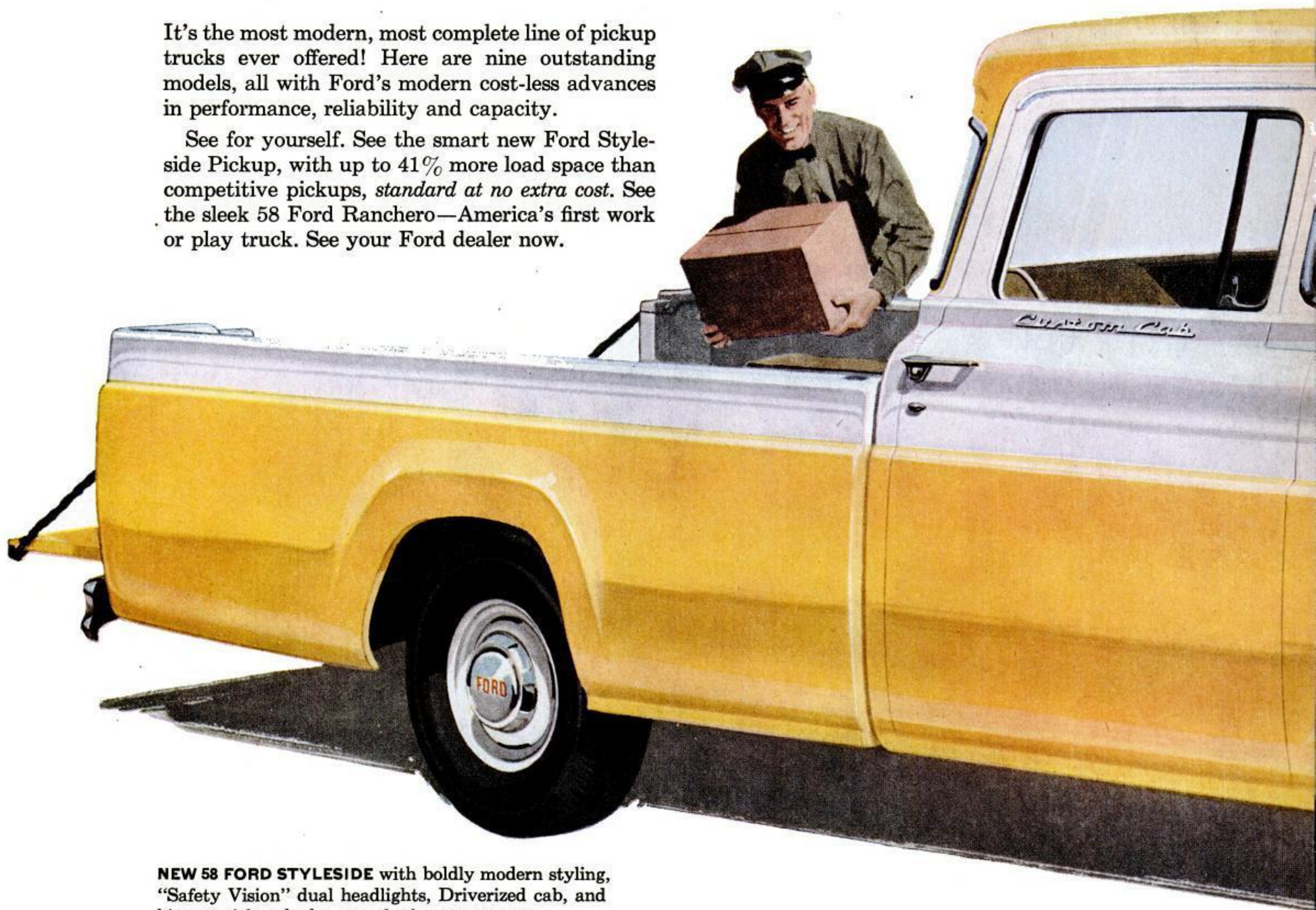
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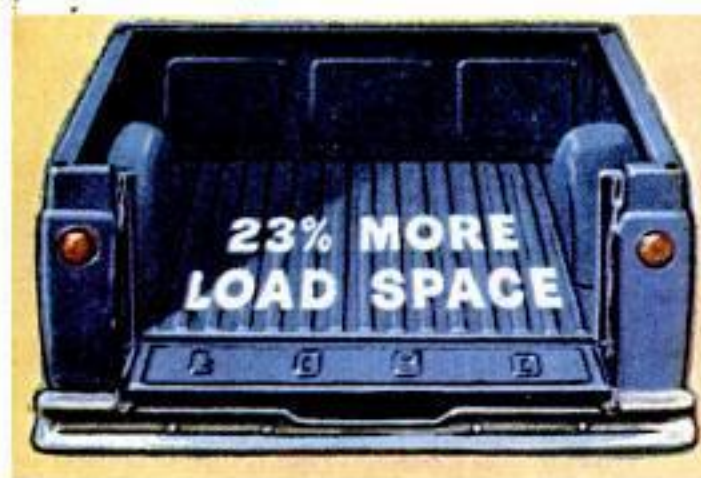
It's the most modern, most complete line of pickup trucks ever offered! Here are nine outstanding models, all with Ford's modern cost-less advances in performance, reliability and capacity.

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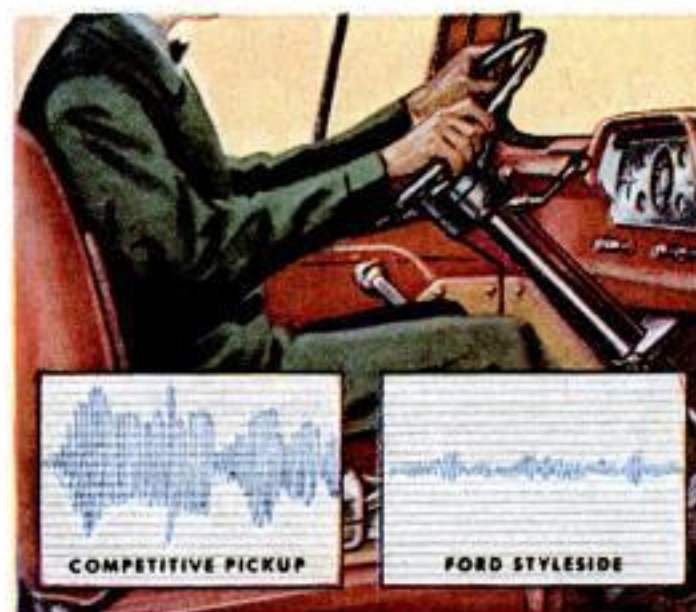
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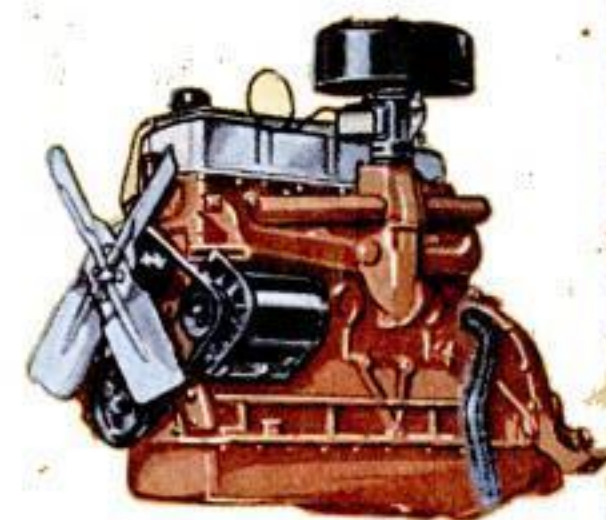
NEW capacity! Extra-wide bodies with 23% more load space than any other pickup... *biggest load space per dollar!*



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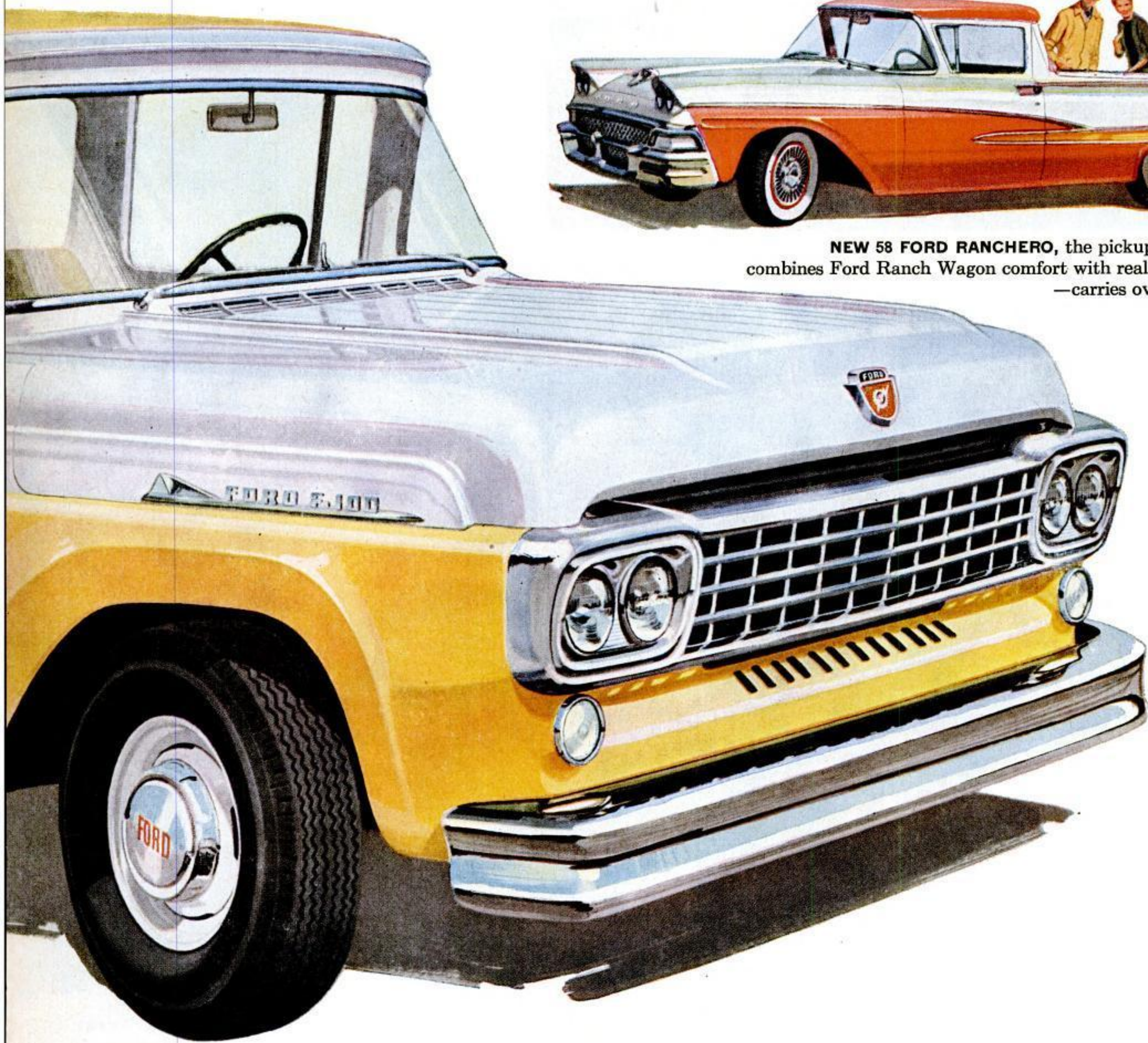


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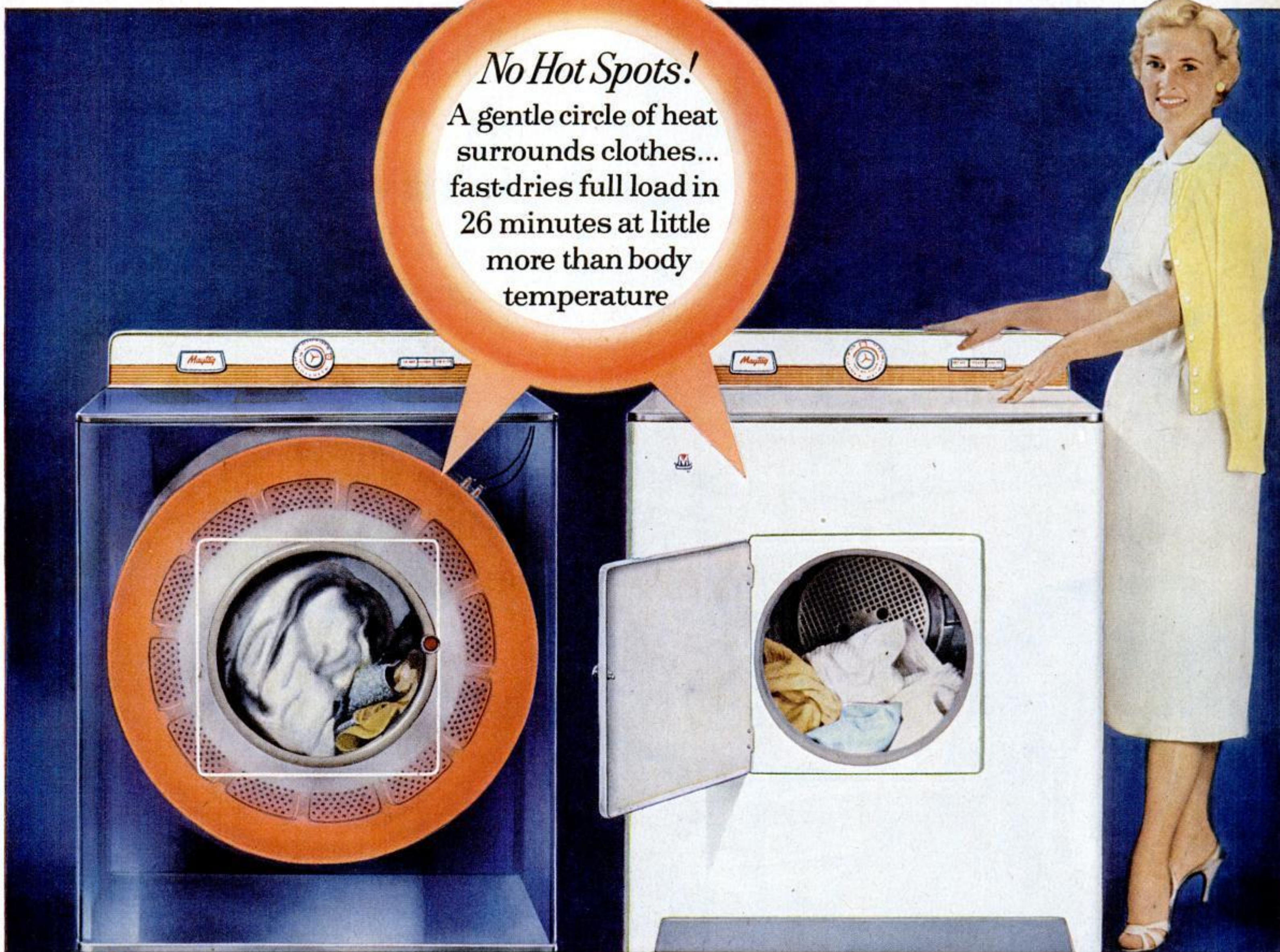
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This "Picture Window" demonstration model shows how "Halo of Heat" works in the new Maytag Dryer



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On-Stage Party at the Opera

Shortly after the curtain came down on the Chicago Lyric Opera's opening night performance of *Otello*, it went up again on this scene. Taking part in a champagne reception on stage were elegantly dressed first-nighters who had paid \$100 a couple extra for tickets to a post-opera benefit ball. Having drunk their champagne, they proceeded, by way of a ramp over the orchestra pit, up the main aisle to the colonnaded foyer (*next page*) where they danced and dined till three a.m.

For the Lyric Opera, now in its fourth and most successful season, the ball provided a painless way of raising money. For the guests it was a spectacular return to the top-hatted and bejeweled golden age of Chicago opera when the McCormicks, Rockefellers and Insulls footed the bill both for inspiring performances and opulent parties.

CONTINUED

ON-STAGE PARTY CONTINUED



DISCUSSING PERFORMANCE (*l. to r.*), Mrs. Bertha Baur, former Republican Committeewoman, talks to Mrs. James Harding, Mrs. William Vogelback.



AT DINNER Marvin Welfeld (*extreme right*) and his wife (*right, foreground*) had a table for their guests. He is a member of the Lyric Opera board.

At his right are Judge Thomas Kluczynski and his wife. The menu included more champagne, shish kebab, saffron rice, kumquats and water chestnuts.

GUESTS DANCED ON THE MARBLE FLOOR OF THE OPERA FOYER WHILE THE BAND PLAYED UNDER A DECORATED TENT. DINERS SAT ON THE BALCONY (REAR)



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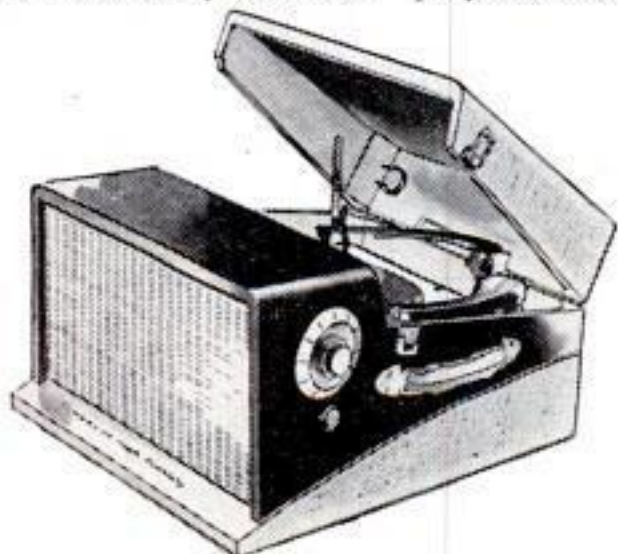
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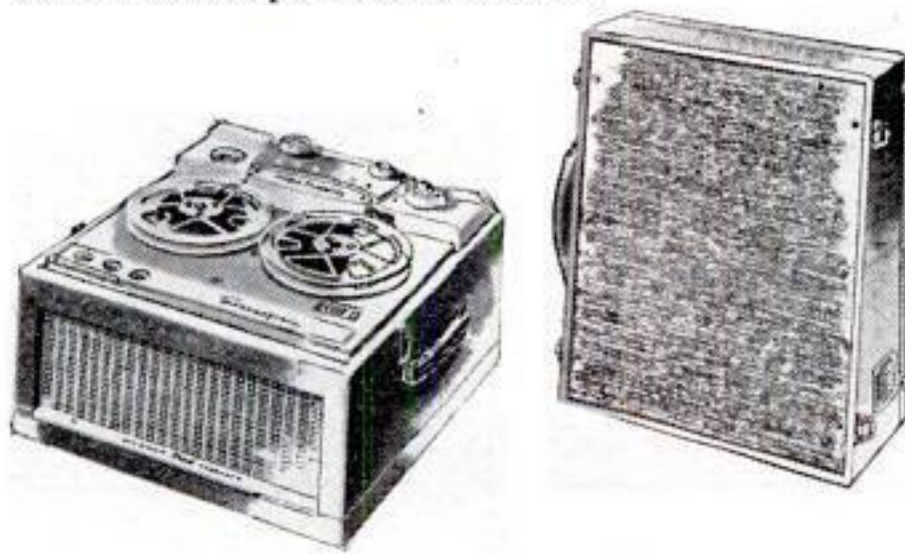
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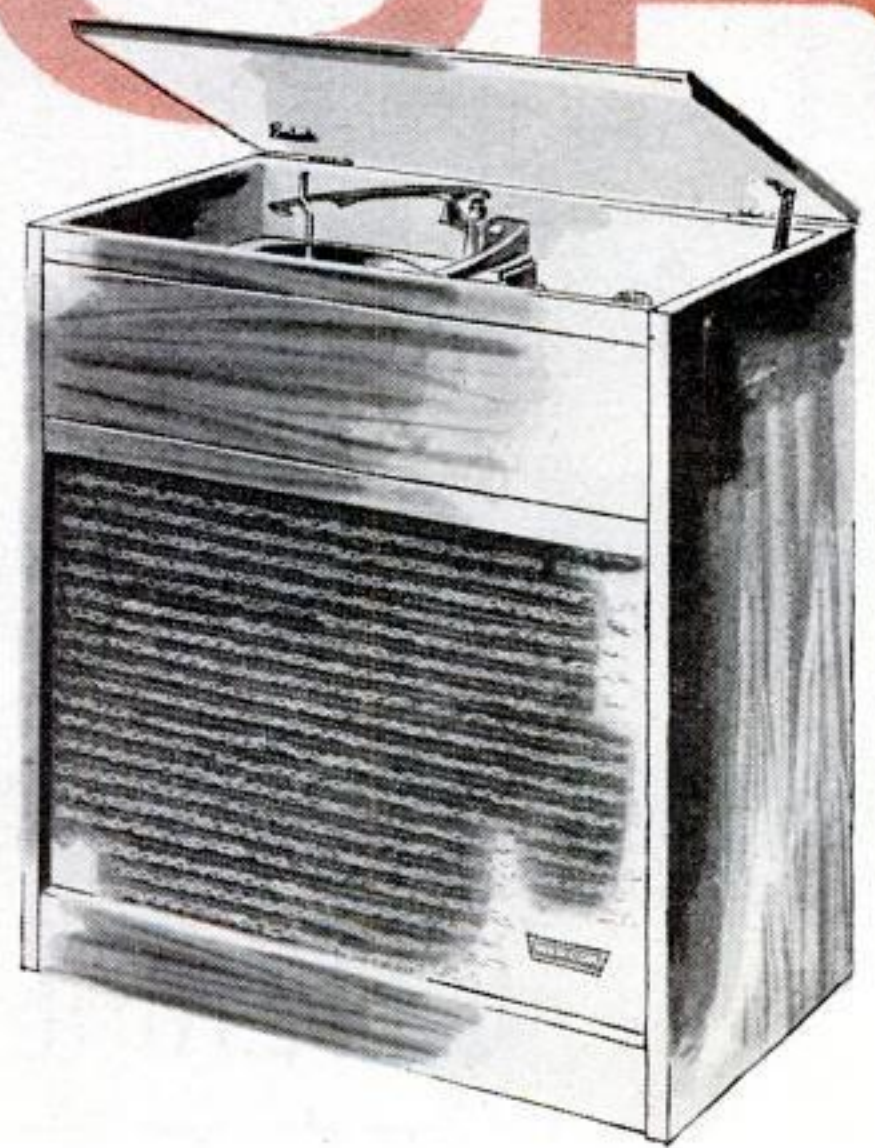
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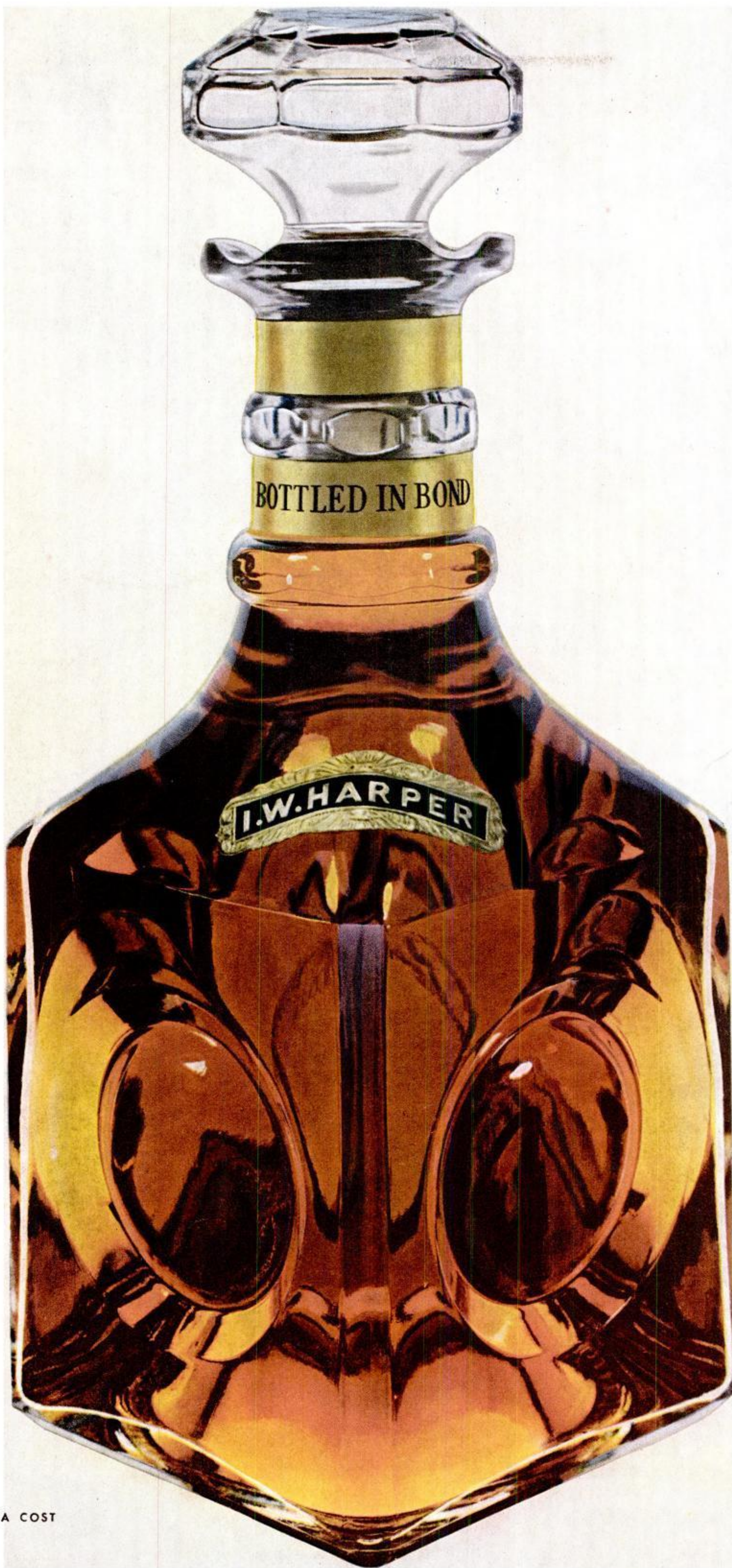


CATERPILLAR WITH 10/10 VISION

From the strange markings above, this caterpillar would appear to be advertising 10/10 vision—which would mean that it can see ideally at a distance of 10 feet, just as 20/20 vision means that man's eyes are ideal at a distance of 20 feet. The caterpillar, a western tiger swallowtail, was found recently in a Los Angeles sycamore tree by a student at UCLA, and even though its strange markings are not uncommon in the

species, entomologists had not seen anything quite like this.

Nearly everything about the insect's appearance is deceptive. The markings are not eyes but just decorations. They are on the front part of the body. The head is tucked down so it cannot be seen. The caterpillar has five eyes, none visible here, but, far from having perfect vision, it has such weak eyesight it has to depend on its sense of smell to locate food.



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